35 Cents

30TH YEAR

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 21, 1960

Thompson again leads list of biggest broadcast agencies in 1960 . . . . . 27

Big advertisers say that if tv costs keep rising, something has to give . . . . . 48

What does promotion mean to radio-tv? Life or death, promotion men say . . . . . 74

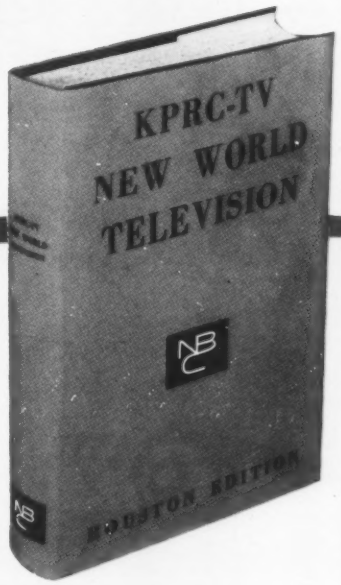
Reorganization of FCC may result from Landis study now in work . . . . . 96

COMPLETE INDEX PAGE 7

geomancy

WHAT DOES IT MEAN? HOW IS IT PRONOUNCED? DO YOU USE IT?

**Seize the moment of excited curiosity — and consult KPRC-T.V.**




FIGURES AND RATINGS YOU CAN DIVINE WITH TO YOUR HEART'S CONTENT, AND I.D.'S. C.B.'S., PARTICIPATIONS AND PROGRAM AVAILABILITIES TO SELL WITH!

*"The expert's T.V. station"*

OFFICIALLY APPROVED AT MORE THAN 500 ADVERTISING AGENCIES

represented nationally by EDWARD PETRY AND COMPANY

Courtesy of Webster's New World Dictionary

# AS ADVERTISED ON KVTV

## MORE GOODS ARE SOLD ON KVTV FOR A VERY SIMPLE REASON . . . MORE SIOUX CITY PEOPLE WATCH KVTV THAN ANY OTHER STATION*

Statistics can be manipulated to say most anything you want them to say. And certainly, we have a whole rate card full of pertinent, and favorable statistics. But in the final analysis only one thing is important —did we move the goods? And this is where KVTV excels—in moving goods in the Sioux City market. And Sioux City is a potent market—over 3/4 million customers with over a billion dollars to spend. It's KVTV every time for Audience, Action and Sales. For complete information, see your Katz man.

**ARB SURVEY; MARCH, 1960*

**KVTV**

**CHANNEL 9 • SIOUX CITY, IOWA**

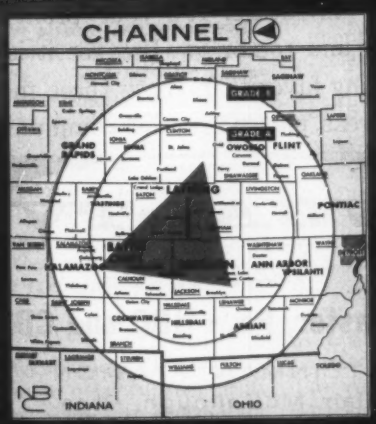
**CBS • ABC**

**PEOPLES BROADCASTING CORPORATION**

| | |
|---|---|
| KVTV | . . . Sioux City, Iowa |
| WNAX | . . . Yankton, South Dakota |
| WGAR | . . . Cleveland, Ohio |
| WRFD | . . . Columbus-Worthington, Ohio |
| WTTM | . . . Trenton, New Jersey |
| WMMN | . . . Fairmont, West Virginia |

# ONE SHOT TAKES ALL THREE

Pick up three major markets and Grade A coverage to spare in Michigan's GOLDEN TRIANGLE. Strike it rich in an area with 46% of Michigan's population outside Detroit—nationally 26th in TV Households,* 11th in retail sales.** Let Venard, Rintoul & McConnell (Inc.) give you the tally!




WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS—Lansing / WPON—Pontiac

DAYTONA BEACH RESORT AREA PHOTO

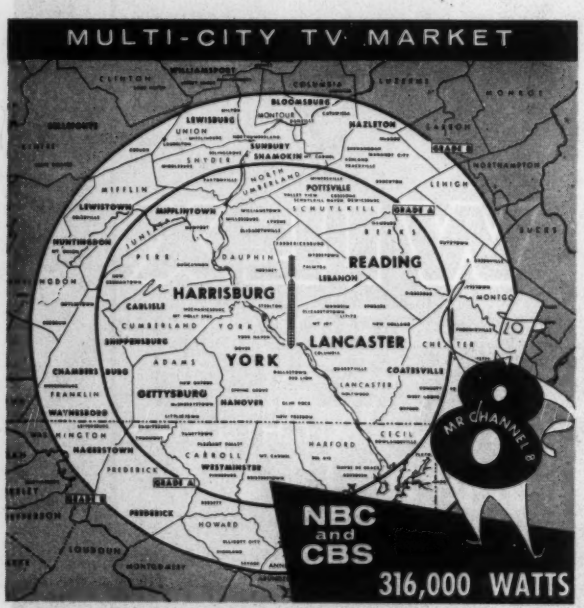
**BUS OF THE FUTURE**
Hydroair Vehicle, now being tested on land and water, rides on a self-generated cushion of air 5" above ground, has 32' x 24' passenger deck, is expected to move 100 miles per hour over water.

*tomorrow's selling is here today*

*in the LANCASTER / HARRISBURG / YORK market*

# WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.




**WGAL-TV**
*Channel 8*
**Lancaster, Pa. · NBC and CBS**
STEINMAN STATION
Clair McCollough, Pres.

*Representative:* The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

# CLOSED CIRCUIT®

## No deal

Exploratory offer of $30 million for ABC's owned and operated radio stations in six major markets was rejected by AB-PT board at its regular monthly meeting last week. Letter seeking reaction was received from Clair Stout, partner in Dow, Lohnes & Albertson, Washington law firm, and was understood to be in behalf of Westinghouse Broadcasting Co., Gene Autry-Bob Reynolds group (KOOL-AM-FM-TV Phoenix; KOLD-AM-TV Tucson; KMPC Los Angeles; KSFO San Francisco and KVI Seattle) and Loew's Theatres, which has contracted to sell its WMGM in New York for $10.9 million to Crowell-Collier.

*It was learned, moreover, that another proposal, from an unidentified group, was for $39 million for ABC radio network plus o&os. Board majority, however, reiterated radio properties are not for sale. ABC's owned and operated radio stations are: WABC New York, KQV Pittsburgh; WLS Chicago; WXYZ Detroit; KABC Los Angeles and KGO San Francisco.*

## Interim talk

Will veteran FCC Commissioner T. A. M. Craven be called upon to take over interim chairmanship of FCC? That report received currency last week, particularly in light of study of independent agencies now under way at President-elect Kennedy's behest by attorney James M. Landis (story page 96). Mr. Landis, former head of SEC and CAB, based on his track record, is believed in favor of major reorganization of all independent agencies on ground that they're not effective.

*Commissioner Craven, 67, is internationally known as top engineering executive. He's serving his second tour as FCC member (1937-1944; 1956-) and has been station executive as well as in private consulting engineering practice. Notion is that as Democrat he could take over chairmanship for six months or so, until FCC's future is determined. He's top-flight administrator and is highly regarded on Capitol Hill. Commissioner Craven plans to retire when his current term expires June 30, 1963. Commissioner Robert T. Bartley, 8-year veteran, is regarded as front-runner for regular chairmanship.*

## Looking for results

There's reawakening of advertiser interest in results obtained from media budgets, with signs that demand for consumer research will expand. Both Assn. of National Advertisers and Television Bureau of Advertising went into improved research techniques at their meetings last week, with ANA most concerned at moment over mounting cost of producing commercials and what many advertisers feel is exorbitant cost of talent and production.

## WAVE rolls north

Interest in ownership expansion by George Norton station group has led it northward. To be announced tomorrow is acquisition of ch. 5 WFRV (TV) Green Bay, Wis. Price believed in excess of $1.5 million. NBC-affiliated Green Bay station, which went on air in 1955, is owned by Clayton Ewing and associates, who also own WIRM (TV) Iron Mountain, Mich. Norton ownership is based on WAVE-AM-TV Louisville. In 1956 WAVE bought ch. 14 WFIE-TV Evansville, Ind., paying $587,000.

## Boring from within

Though they came to town for NBC meeting, number of television broadcasters found themselves exposed to ABC as well as NBC pitches while in New York last week. "Dual affiliates" carrying programs of both those networks discovered their hotel mailboxes had been stuffed—with promotion material based on ABC-TV's claims to superiority in ratings. ABC authorities cheerfully acknowledged they did it, explaining it seemed appropriate to update affiliates while they were in town for TvB meeting (which also was held in New York last week) and pointing out that this informational program was not limited to affiliates staying at NBC convention hotel. NBC authorities seemed to consider it a graceless move, to say the least.

## Seats open

Irrespective of FCC chairmanship, new administration will be called upon to nominate Democrat to succeed recess appointee Charles H. King after first of year. Only name of substance thus far heard is Edgar G. Shelton Jr., 40, ABC vice president in Washington who, on leave, served as Lyndon B. Johnson aide in preconvention and convention activity in Los Angeles and during campaign. Mr. Shelton is Austin native and lawyer. He served as director of U. S. National Security Training Commission, 1952-57, during tenure of RCA Chairman David Sarnoff as its head.

*Change in administration is likely to affect more than chairmanship and new Democratic commissionership at FCC. Number of top-rated staff positions now vacant or in hands of Republicans probably will go to deserving Democrats if past practices are pursued in Kennedy administration. Among positions probably up for Democratic grabs are: secretaryship, vacant since resignation of Michigan Republican Mary Jane Morris last March; general counselship, now occupied by John L. FitzGerald; associate general counselship, vacant since recent resignation of Edgar W. Holtz; chief, Broadcast Bureau, occupied by attorney Harold G. Cowgill, as well as chiefs of other bureaus and offices at FCC. All are in top or near-top salary brackets ($12,200-$16,500). Moreover, there's talk of consolidating housekeeping functions under secretaryship, which would be upgraded.*

## Ratings game

ABC-TV officials decided not to issue formal answer to blast let loose at them by NBC Chairman Robert Sarnoff (see page 89)—at least not immediately—but their undisguised attitude is "just look at the record." They cite, particularly, Mr. Sarnoff's claim that they "manipulated" facts in claiming top program ratings for week when NBC and CBS were heavy with low-drawing political preemptions. If NBC wants to talk about non-political weeks, they say, then Trendex multi-network report for Nov. 9-15, after elections, puts ABC-TV's average evening rating at 17.3 against 16.0 for CBS-TV and 14.5 for NBC-TV—and also gives ABC-TV first place in 24 half-hours against 10 for NBC-TV.

## Gun was jumped

Word two weeks ago that major U.S. manufacturer was on verge of demonstrating compatible color tv set at mass market price (CLOSED CIRCUIT, Nov. 14) turns out to be premature. It's true that manufacturer—specialist in chemical products and one of biggest U.S. firms—is working on new materials for color tv, but it's supplying them to another company engaged in set development. It may be some time before prototype set is produced.

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**What station do you first tune to for news of the Washington area?***

*Pulse Special Survey, Washington 5 County Metro Area, May 31—June 15, 1960

**WWDC FIRST—by a big margin. When it comes to "hometown" news, nobody beats us in delivering it to the big metropolitan Washington audience. We deliver the sales big, too. Is your schedule ready?**

**WWDC** *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

*And in growing Jacksonville, Fla.—it's WWDC-owned WMBR*

# WEEK IN BRIEF

Again J. Walter Thompson is the No. 1 agency in broadcast billings. Radio-tv billings of $126 million took the agency to its third straight year of leadership, according to a BROADCASTING compilation. Young & Rubicam, McCann-Erickson and Ted Bates rank next in 1960 survey. See . . .

**50 BIGGEST BROADCAST AGENCIES . . . 27**

A major sponsor, Pittsburgh Plate Glass Co., has come up with a well-documented series of findings that demonstrate the power of tv to move merchandise. Westinghouse, Climalene and Purex have too. See . . .

**A TELEVISION SALES DOCUMENTARY . . . 58**

Mostly because of the higher cost of producing television commercials, the nation's major advertisers are starting to take a fresh look at their media budgets. Cost is a major topic at ANA convention. See . . .

**BIG SQUEEZE IN TV ADVERTISING . . . 48**

FCC is coming under the penetrating gaze of James M. Landis, former top federal official, who is conducting a study for President-designate Kennedy. He'll take up such matters as the ability of the commission to process cases—and he's been critical in the past. See . . .

**REORGANIZATION FOR FCC? . . . 96**

A summit shot at ABC-TV is delivered at NBC affiliates convention by Robert W. Sarnoff, NBC chairman, but he said nice things about CBS. He called ABC-TV a narrowguage network. NBC-TV officials explain plans to upgrade network's programming. See . . .

**SARNOFF BURIES HATCHET—IN ABC . . . 89**

NBC Radio affiliates show most confidence in a decade as network officials say they are out of the financial woods and are talking in terms of expansion. See . . .

**NBC RADIO IS OPTIMISTIC . . . 88**

Broadcasters demonstrated outstanding fairness in the way they handled election returns and will be freed from Sec. 315 equal-time handicaps, according to a forecast by Clair R. McCollough at NAB fall conference in Washington. Editorializing right, however, may face a fiight. See . . .

**HOW ROUGH THE ROAD AHEAD? . . . 92**

The importance of promotion in broadcast operation must be recognized, Broadcasters Promotion Assn. convention is told at New Orleans meeting. It may mean the difference between growing influence or more regulation. NBC board chairman, Robert W. Sarnoff, and Joseph Epstein Sr., of Fitzgerald Adv., are among key speakers. See . . .

**PROMOTION: KEY TO THE FUTURE . . . 74**

The option-time controversy is back in court again. KTTV (TV) Los Angeles ask U. S. court to set aside FCC order reducing network option time. The station still feels that option time should be abolished altogether. See . . .

**OPTION TIME GOES TO COURT . . . 99**

A year-long test of tv shows the medium really pays off, but it must be used consistently, Television Bureau of Advertising membership meeting is told. Tv's importance as an advertising medium is stressed at New York session. See . . .

**TVB SEMINAR ON ADVERTISING . . . 30**

The feud between FCC and Federal Aviation Agency over granting of stations with high towers is simmering down. Now Elwood R. Quesada, FAA head, concedes FCC has final word though FAA hazard warnings must be heeded. See . . .

**FAA YIELDS ON TALL TOWERS . . . 94**

## DEPARTMENTS


| | | | |
|---|---|---|---|
| AT DEADLINE | 9 | MONDAY MEMO | 22 |
| BROADCAST ADVERTISING | 27 | OPEN MIKE | 18 |
| CHANGING HANDS | 86 | OUR RESPECTS | 121 |
| CLOSED CIRCUIT | 5 | PROGRAMMING | 100 |
| COLORCASTING | 101 | WEEK'S HEADLINERS | 10 |
| DATEBOOK | 14 | | |
| EDITORIAL PAGE | 122 | | |
| FANFARE | 102 | | |
| FATES & FORTUNES | 104 | | |
| FOR THE RECORD | 107 | | |
| GOVERNMENT | 94 | | |
| LEAD STORY | 27 | | |
| THE MEDIA | 74 | | |



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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**Subscription orders and address changes:** Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

# ONCE AGAIN . . . JACK GOULD!

THE NEW YORK TIMES

## NOV. 9, 1960

...and I...
...o Kennedy in...
...set.

Ironically it was Station WTIC-TV in Hartford, Conn., which outdid all the fancy network computers. On the basis of returns collected with almost incredible speed, the combined staff of the station and The Hartford Courant predicted at 7:30 P. M. the victory of Kennedy in the state and reported that he would be a 10-to-1 favorite in the nation. By analyzing key precincts in the state, the staff also detected the major trends that were to appear later on a national basis.

•

...lection nights g...
...it cannot be...

THE NEW YORK TIMES

## NOV. 6, 1958

...ell
...impossib...

•

But one point did stand out in connection with the Connecticut race, the results of which gave the first hint of the strong Democratic sweep. Station WTIC in Hartford ran far ahead of the networks and other New York stations in giving details. Since at that early hour in the evening there wasn't much other news to report, it seemed odd that no network picked up the WTIC account.

Later in the evening o... out-of-town statio... heard giv...

**WTIC-TV 3** CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

**WTIC 50,000 watts** NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

BOTH SERVING SOUTHERN NEW ENGLAND FROM

**HARTFORD, CONNECTICUT**

## Two AFTRA regions reject network offers

American Federation of Television & Radio Artists announced last Friday (Nov. 18) its eastern and western regional boards had voted unanimously to reject network's "final offer" (see story, page 85) and had authorized AFTRA's executive director and strategy committee of four local executives to call strike whenever they deemed it necessary.

Similar vote was slated by central board Friday night (Nov. 18) and it was foregone conclusion that similar action would be adopted there. AFTRA headquarters was preparing "fact sheet" Friday for distribution to press tomorrow (Nov. 22), indicating that decision to strike would be made tomorrow unless changing developments dictated switch in plans.

Action adopted by AFTRA also would include Screen Actors Guild, which conducted negotiations jointly with federation in area of "wild commercials."

Guild's strike would be against Film Producers Assn. of New York and member producers of tv film commercials. Networks, meanwhile, speeded up their preparations for substituting programming and personnel to fill void that would be created by walkout of union personnel.

## Hagerty to join ABC

James C. Hagerty, White House news secretary, is definitely slated to succeed John Daly as ABC vice president in charge of news and public affairs after President Eisenhower leaves office Jan. 20. This move, anticipated in frequent speculation over past few months, appeared definitely set Friday although network officials continued to decline comment. It was understood Mr. Hagerty's title and executive responsibilities would be same as Mr. Daly's but that plans were to withhold announcement until time nearer Mr. Hagerty's departure from White House job in January (see stories pages 10, 87).

## TvB income rising

Television Bureau of Advertising spending will go from about $820,000 this year to $1.042 million next year, TvB retiring treasurer Payson Hall reported Friday at New York session. He said income is expected to run about 6.5% ahead of spending and that TvB management had been asked to set aside at least 5% of dues revenues each year until backlog equivalent to about 40% of one year's dues had been built up. Current payroll is $500,000 and covers 44 persons. About one-fifth of Bureau's spending is for production of sales presentations, Mr. Hall said (early TvB story page 64).

## Pepperidge farm bought by Campbell

Union of two sizable broadcast spenders was made known last week when Campbell Soup Co., Camden, N. J., announced it had acquired Pepperidge Farm, Norwalk, Conn., for 357,413 shares of Campbell common stock (closed at 77⅝ on New York stock exchange on day deal was announced). W. B. Murphy, Campbell president, said Pepperidge would continue functioning much as now.

Campbell said Pepperidge sales were $32 million in last fiscal year, up from $25 million previous year, and profits last year were $1.3 million. Campbell sales were $516 million and profits $39.9 million.

Agency sources in New York said product lineup would be unaffected by move. BBDO handles heat processed Campbell soups; Leo Burnett tomato juice and frozen soups; Needham, Louis & Brorby pork and beans, and Tatham-Laird Swanson products. Ogilvy, Benson & Mather has been Pepperidge agency since September 1955.

## KYNO Fresno sold

Sale of 30% of KYNO Fresno, Calif., to General Manager Lester E. Chenault for $135,000 was filed with FCC Friday (Nov. 18) for approval. Mr. Chenault, who presently owns 20% of station, is purchasing additional interest from Amelia Schuler, who now owns 65%. Under proposed new partnership, Mr. Chenault will own 50% of KYNO; Miss Schuler, 35%, and Bert Williamson will retain 15% he now owns.

## CBS radio adds sports

CBS Radio will schedule 10 new weekend sports broadcasts beginning Dec. 3. Under general title of *Coleman on Sports* with Jerry Coleman, former New York Yankee second-baseman as reporter and analyst, sportscasts will be heard in four time periods on Saturdays (11:05 a.m., and 12:05, 1:05 and 7:55 p.m. EST) and in six on Sundays (11:30 a.m., 12:05, 1:05, 6:05, 7:05 and 9:05 p.m.)

## Shell oil switches budget to newspapers

Shell Oil is putting all its advertising in newspapers, company is announcing today (Nov. 21). Account, estimated currently to be worth $16 million, will be placing business through Ogilvy, Benson & Mather, N. Y., next month, when agency switch announced last summer becomes effective.

Shell tv for 1959 has been put at approximately $2.5 million, about on par with newspaper allocation, and radio billed perhaps million less. Most of tv money was in spot. All-newspaper policy becomes effective presumably at end of present contracts with other media, according to Shell spokesman. Earlier last week company and agency announced abandonment of commission payment in favor of fee (see page 54).

## H. Leslie Atlass dies

H. Leslie Atlass, pioneer broadcaster and onetime vice president in charge of CBS Central Division operations who retired last Jan. 1, died of cardiac condition in Miami Beach at 3:52 a.m. Friday. He was serving as general manager of WBBM-TV Chicago at time of his retirement; his death came 11 days short of his 66th birthday Nov. 29.

Mr. Atlass

Mr. Atlass, with his brother Ralph, originated WBBM as amateur spark operation at Lincoln (Ill.) in 1911 and he was associated with station (affiliated with CBS in 1928 and purchased by network in 1933) through years, taking over management of WBBM-TV in 1953. He is credited with developing several executives and performers (Ben Bernie, Gene Autry, others) and originating direct church and dance band broadcasts. Survivors include his wife Harriet, his daughter Mrs. Don Dillion (Sis Atlass), two sons Frank (tv producer) and H. Leslie Jr., and his brother Ralph, vice president in charge of Westinghouse's WIND Chicago.

## Booth heads bar group

Robert M. Booth Jr., Washington, has been nominated to be next president of Federal Communications Bar Assn. He is now 1st vice president.

Other nominees: Harold E. Mott, 1st vp; Donald C. Beelar, 2nd vp; James

more AT DEADLINE page 10

# WEEK'S HEADLINERS

Mr. Armstrong

**Andrew F. H. Armstrong,** who directed all creative departments at Leo Burnett Co., Chicago, until two years ago, joins Compton Adv., New York, as vp, creative director and member of agency's advertising plans board. Upon resigning from Burnett, Mr. Armstrong returned to college and received bachelor's and master's degrees from U. of Chicago. He had been with Burnett for 11 years, and earlier had been with J. Sterling Getchell Adv. and Dancer-Fitzgerald-Sample, New York, over period of 16 years.

Mr. Dalton

**William Dalton,** president of Tyrex Inc. and American Rayon Institute, New York, appointed chief executive of National Community Television Assn., Washington, D. C., effective first week in January, 1961. He will be NCTA's first paid president. Mr. Dalton previously was president of American Society of Assn. Executives in 1959 and was 1956-57 president of Washington Trade Assn. Executives.

**Jack Harris,** KPRC-TV Houston, unanimously re-elected chairman of NBC-TV affiliates board of delegates at annual convention of affiliates in New York (see page 93). **Edwin K. Wheeler,** WWJ-TV Detroit, and **Robert Ferguson,** WTRF-TV Wheeling, W.Va., were re-elected vice chairmen; **Louis Read,** WDSU-TV New Orleans, was re-named secretary-treasurer, and **Owen Saddler,** KMTV (TV) Omaha, and **Van Beuren DeVries,** WGR-TV Buffalo, were named to affiliates board membership.

Mr. Stromberg

**Hunt Stromberg Jr.,** director of program development at CBS-TV Hollywood, named vp, program development, that city. Mr. Stromberg joined network in June 1956 and has served as program executive on West Coast since then. Formerly, he was program director of KABC-TV Los Angeles and general manager of ABC's Western Regional Network.

**Mike Shapiro,** manager of WFAA-TV Dallas, appointed general manager of all broadcasting properties of A. H. Belo Corp., parent organization of *Dallas Morning News.* He succeeds late Alex Keese who died last August. **Richard E. Drummy Jr.,** director of sales for WFAA-TV, becomes assistant station manager in addition to present responsibilities. **Karl Lambertz** becomes public affairs director for WFAA-AM-TV. Mr. Shapiro, who rejoined WFAA-TV in 1958 after having served as vp and managing director of KTUL-TV Tulsa, Okla., and assistant manager of KDUB-TV Lubbock, Tex., previously had been with WFAA-TV as local sales manager and commercial manager. Mr. Drummy was western sales manager for ABC-TV before joining WFAA-TV in 1958. Prior to that, he was head of Dallas tv sales office of Edward Petry & Co. from 1950-54.

Mr. Shapiro

Mr. Drummy

**George M. Perkins,** director of CBS Radio network programs, appointed vp in charge of network programs, effective Nov. 28. He previously was manager of WROW Albany, N. Y., before joining CBS. Prior to that, he served as program manager of WHDH Boston for nine years and as account executive for Foote, Cone & Belding and BBDO, both New York.

Mr. Daly

**John Daly** resigns as ABC newscaster and vp in charge of news and public affairs in move attributed to policy differences with management. Move brought affirmation that **James Hagerty,** White House news secretary, will take ABC post. Pending arrival of Daly successor, special programs vp **Thomas Velotta** named to administer department (story pages 9, 87).

**Glenn Marshall Jr.,** WJXT (TV) Jacksonville, Fla., was elected board chairman of Television Bureau of Advertising Friday (Nov. 18) at New York membership convention. Mr. Marshall, whose term begins immediately, succeeds **Otto Brandt,** KING-TV Seattle. Also elected: **Payson Hall,** Meredith Broadcasting, as secretary succeeding Mr. Marshall, and **Gordon Gray,** WKTV (TV) Utica, N. Y., as treasurer succeeding Mr. Hall.

Four board members were re-elected for two years: **Don Davis,** KMBC-TV Kansas City; **A. W. Dannenbaum Jr.,** Westinghouse Broadcasting; **A. Louis Read,** WDSU-TV New Orleans, and Mr. Hall. Newly-elected to board for two-year terms were **W. D. (Dub) Rogers** of KDUB-TV Lubbock, Tex., and **Harold P. See,** KRON-TV San Francisco.

**For other personnel changes of the week see FATES & FORTUNES**

## AT DEADLINE continued

E. Greeley, secretary; Warren E. Baker, asst. secretary; Frederick H. Walton Jr., treasurer. Reed Miller and J. Roger Wollenberg were nominated to three-year terms on executive committee and Leonard H. Marks to be delegate to American Bar Assn.

FCBA will hold annual meeting Jan. 13 at Statler-Hilton Hotel, Washington. Frank Fletcher is current president.

## Business briefly . . .

**Chanel tv spots** ▪ Chanel Inc., N. Y., perfumes and toiletries, will start four-week pre-Christmas tv spot campaign next Friday (Nov. 26), using average of 12 to 15 20-second spots weekly in top 14 markets. Agency: Norman, Craig & Kummel, N. Y.

**Quaker gets parade** ▪ Quaker Oats Co. (various products), Chicago, buys Tournament of Roses Parade telecast on ABC-TV Jan. 2 (approximately 8:30-10:45 a.m. PST) with Robert Cummings and Bess Myerson as co-hosts. Agency is Lynn Baker, N. Y.

**Automotive series** ▪ Studebaker Packard Corp., South Bend, Ind., through D'Arcy Adv., has budgeted $3 million for half-hour film, *Mister Ed,* on 109 stations in January. Show, produced by Filmways Tv Productions, stars Alan Young and Connie Hines. Contract is for 26 weeks.

Client: _____

Instructions: _____

**CONTINUITY**

PHONE 1800

U.P.I. —

How could you do more?

A great, great job of reporting!

Bill Perry
Mgr.

THE CURTIS PUBLISHING COMPANY

*Independence Square*
PHILADELPHIA 5, PA.

THE SATURDAY EVENING POST
LADIES' HOME JOURNAL
HOLIDAY · JACK AND JILL
THE AMERICAN HOME

ROBERT E. MACNEAL
PRESIDENT

October 27, 1960

Mr. Walter I. Kingsley, President
Independent Television Corporation
488 Madison Avenue
New York 22, New York

Dear Walt:

We want you to know how pleased The Curtis Publishing Company is with the current sales report on "Best of the Post." Independent Television Corporation is making wonderful progress in selling this series.

Your sales success justifies our faith that a series derived from some of the best material written for THE SATURDAY EVENING POST would have the confidence and receive the support of television broadcasters, sponsors and audiences all over the country.

ITC has proved beyond doubt the acceptability of dramatic half hour anthology programing when it has fine writing and quality production of the caliber of Best of the Post.

Sincerely yours,

Bob

REM/vh

Thank you, Mr. MacNeal...and our sincere t
sponsors who have all helped us to bring t
of the season"—the "BEST OF THE POST"

"BEST OF THE POST, a series of stories with a great deal of quality as to acting, writing and production... a film anthology based on fiction from The Saturday Evening Post, the collection appears to be *several notches above the average* television series."

—*Fred Remington, Pittsburgh Press*

"...an *unusual amount of production value* not often found in a half-hour film series..." —*Radio-TV Daily*

"...made an evening in front of the television set worthwhile. *Such excellence.* Judging from the opener, BEST OF THE POST is one of the best."

—*Barbara Tiritilli, Chicago American*

"*Whichever network executive snubbed this series will have a blushing face* more vivid than the color in which the series is produced if subsequent episodes match the overall excellence of its initial anthology." —*Hollywood Reporter*

"BEST OF THE POST" arrived Saturday evening on Channel 7 (WABC-TV) in an impressive fashion . . . indicating there's *talent being used wisely in television* despite many signs to the contrary ...well written, directed and performed and, above all else, and quietly, it bore the mark of intelligent hands..."

—*Jack O'Brian, New York Journal American*

"*expensive sets, costumes and technical work and splendid cast*...befitting such writers as James Warner Bellah (who wrote and did teleplay for debut episode 'Command')." —*Cecil Smith, Los Angeles Times*

"*Superbly played*...chalk up another one for WGN-TV." —*Chicago Tribune*

"BEST OF THE POST" will be a *formidable competitor* in the syndication sweepstakes." —*Variety*

"destined to be *one of the highlights of the season*..." —*Hollywood Variety*

# thanks, too, to the stations and to television "one of the highlights

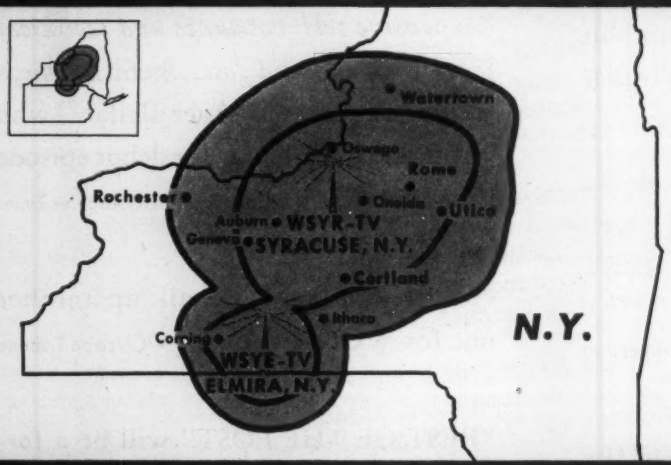
**INDEPENDENT TELEVISION CORPORATION**

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100

**ITC OF CANADA, LTD.** 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

# WSYR-TV
PLUS!
# WSYE-TV
DOMINATES
CENTRAL NEW YORK

**WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR**




**WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR**

*All figures NCS No. 3, weekly circulation.

# WSYR·TV

NBC Affiliate

*Channel 3* · **SYRACUSE, N. Y.** · *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

*Get the Full Story from* HARRINGTON, RIGHTER & PARSONS


# DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

## NOVEMBER

*Nov. 22—**Advertising Council's** annual awards dinner, Hotel Plaza, New York. Neil McElroy, Procter & Gamble board chairman, will receive the council's 1960 public service award.

Nov. 22—**Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

Nov. 22—**Radio & Television Executives Society's** timebuying and selling luncheon seminar. Matthew J. (Joe) Culligan, McCann-Erickson, will moderate, and Art Durham, Fuller & Smith & Ross, and Rodney Erickson, Erickson Assoc., will discuss whether or not network tv can have both quality and quantity. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

*Nov. 26—**Indiana Broadcasters Assn.**, political dinner honoring 1960 election winners, Columbia Club, Indianapolis. Among those attending: two governors (incumbent and elect) two senators and 11 congressmen and their wives, and 60 broadcasters. Guest speaker: Sol Taishoff, editor & publisher, BROADCASTING Magazine.

Nov. 28—Deadline for reply comments in **FCC's rulemaking proceeding** to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 28—Deadline for nominations for 8th annual **Brotherhood Awards**, sponsored by the National Conference of Christians & Jews. Competition's 12 categories in media include separate categories for radio programs and television programs. Further information and entries can be had from Media Awards Committee, NCCJ, 43 W. 57th St., New York 19, N. Y.

Nov. 29—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Maury Long, BROADCASTING magazine, will moderate, and Bill Quarton, WMT Cedar Rapids, and Bob Bordley, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Nov. 30—**Society of Technical Writers and Publishers**, Prince George Hotel, New York.

Nov. 30—New deadline for comments on **FCC** proposal to permit am stations to operate with full carrier and single sideband transmission. Docket 13506.

Nov. 30—**American Assn. of Advertising Agencies** east central region annual meeting. Statler Hilton Hotel, Detroit.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through

### NAB Fall Conferences

Nov. 21-22—Edgewater Beach, Chicago

Nov. 28-29—Biltmore Hotel, New York

### Advertising Federation of America 1961 Conventions

Jan. 27-29—**Eastern** inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.

CAPITAL TYPES #6

# CLOAK AND DAGGER

Operates out of hush-hush office. Address unknown except to drug store delivery boy. Once had secret plans, but wife found out about it. Lives in suburbs. Cuts own grass. Tries to appear like everyone else: listens to WTOP Radio, the *important* station in the 20-County Greater Washington area.

## WTOP RADIO

*Washington, D. C.*
*Represented by CBS Radio Spot Sales*

*Operated by*
*THE WASHINGTON POST BROADCAST DIVISION:*
*WTOP RADIO Washington, D. C.*
*WTOP-TV Channel 9, Washington, D. C.*
*WJXT Channel 4, Jacksonville, Florida*

*Permit us to spe*

# R-E-S-P-

Requests! A quiet Sunday morning program on KCBS has stirred up more than 16,000 people in and around San Francisco. Enough to get them to send money. The show was "The Scotch Gardener" with Jim Kerr, sponsored by the Liquinox Company. An offer was made on the program to send listeners a small packet of seeds for 10¢. Letters and dimes poured in for months. The sponsor raised the price to 25¢ and the requests continued to pour in from 33 counties. That's the way people respond to KCBS.

Eye-opener! "One Deadly Drink," produced by WCAU in recognition of the 25th anniversary of Alcoholics Anonymous, produced an eye-opening response from listeners and critics alike. The N.Y. Times called it "powerful"; Variety, "intelligent and absorbing" and the N. Y. Daily News said it "proves that New York and Hollywood need not have a monopoly on important contributions to broadcasting." Audiences, actively responsive to provocative programming, also respond actively to advertising on WCAU.

Sponsors! The response of sponsors to a program is not unimportant to a radio station (or to other advertisers). As "The Jack Sterling Show" celebrates its twelfth year on the air, it's many, many happy returns for Eastern Air Lines and the Franklin Savings Bank who have been sponsors since the initial broadcast. And for Pall Mall Cigarettes and Breyer's Ice Cream who have been members of the family for over 5 years. This long, happy relationship is typical of the way sponsors respond to WCBS.

Postcards! Sure, the customers always write . . . but what radio station gets 171,258 postcards in one week? And from 42 states? In St. Louis, it could only be KMOX. Every year KMOX holds an annual Radio Week during National Radio Month. This year listeners were asked to send in their names, addresses and occupations to be eligible for a daily drawing of 7 radios. They responded at the rate of more than 24,000 per day! The customers always buy, too. And with audience reaction like this, it's no wonder that advertisers get swift, sizable results in response to KMOX.

**KCBS... WCAU... WCBS... KMOX.**

**RADIO** SAN FRANCISCO **RADIO** PHILADELPHIA **RADIO** NEW YORK **RADIO** ST. LOUIS

*s to spell it out:*

# C-O-N-S-E

Offer! It isn't a question of "weather" Chicago's Showmanship Station gets results; often it's a question of whether the sponsor can keep up with the demand. St. Paul Federal, now in its second year of garnering new accounts on WBBM, offered listeners a booklet, "Weather Whys." This offer, mentioned once a morning for five successive days, blew up a storm of requests running over 1,000 per day. Another clear indication that the sales weather in Chicago is always bright because listeners respond to the live, listenable showmanship programs on WBBM.

Newest! Brand-new on the Boston scene, "Listen!" a program on WEEI Radio from 3:00-6:00 P.M. daily featuring Paul Benzaquin. Do people really listen to "Listen"? Reprints of 6 well-known New England scenes by artist, Jack Frost, were offered to listeners at fifty cents a set. In the first couple of days over a thousand requests and fifty-cent pieces were received. Mail from the first program included such quotes as: " 'Listen!' is what Boston radio needs today!" and " 'Listen!' I'm going to . . ." Around Boston, people act fast in response to WEEI.

Splendid! "This is a brief note of appreciation for the job that Mel Baldwin is doing for Super M vitamins. This agency has never experienced such splendid personal cooperation and such gratifying results. Mel has gone through our laboratory twice and has a thorough knowledge of the product. He even answers inquiries from listeners personally and most important—he has increased our sales. He is a credit to KNX." This letter from W. C. Beals Advertising, Inc. indicates that ad agencies as well as listeners respond to KNX.

***Exciting programming!*** ***That is the basic reason for the exceptional audience response to all seven of the CBS Owned Radio Stations. Only the C-O stations can offer listeners in their markets CBS Network programming in addition to their successful local shows. Now these local programs have added DIMENSION. This series of fascinating, entertaining vignettes-in-sound, conversation pieces by the outstanding people of our time, is yet another reason why more people listen to C-O programming. When people actively listen, they are more likely to hear your advertising message and respond on***

**...WBBM... RADIO** CHICAGO

**...WEEI... RADIO** BOSTON

**...KNX!... RADIO** LOS ANGELES

**THE CBS OWNED RADIO STATIONS**
REPRESENTED BY CBS RADIO SPOT SALES

ONE
FIRST
NO. 1
IN
LANSING
The latest Hooper proves that...
WILS
is the markets'
NO. 1
STATION

| TIME | WILS | STATION B |
|---|---|---|
| Mon.-Fri. 7:00 am 2:00 noon | 63.1 | 19.9 |
| Mon.-Fri. 2:00 noon 6:00 pm | 66.5 | 14.2 |

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS
WILS
leads Station B in power by 20-1
. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents
represented by Vonard, Rintoul & McConnell
WILS is associated with WILX-TV
NBC · CHANNEL 10
studios in LANSING – JACKSON – BATTLE CREEK
and WPON – Pontiac

annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of Sigma Delta Chi executive council Dec. 4.

### DECEMBER

**Dec. 2—Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

*Dec. 2—Arizona AP Radio & Tv Assn., Mountain Shadows Resort.

**Dec. 6—Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Petersmeyer and Herman Land, Corinthian Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Dec. 9—Comments due on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues.

### JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

*Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens.

**Missouri Broadcasters Assn.** meeting scheduled for Nov. 5-6 in St. Louis was cancelled and will be rescheduled early in January 1961.

### FEBRUARY

Feb. 1—Deadline for entries in **Alfred P. Sloan Radio-Tv Awards for Highway Safety.** Nine awards to be made for sustaining activities and six for commercially-sponsored activities in various classifications of radio and television operations. In addition, new cash awards to be made to producer and writer of radio and television programs. Entry blanks and explanatory brochure available from The National Safety Council, 425 North Michigan Ave., Chicago 11, Ill.

Feb. 1—Deadline for entries in 38th annual **Better Copy Contest** of Public Utilities Advertising Assn. Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

## OPEN MIKE ®

### Agency sales shows

EDITOR: BROADCASTING's Oct. 10 coverage (page 46) of Cunningham & Walsh's part in the Automobile Manufacturers Assn. national auto show [how tv techniques aided C&W to package and present $250,000 industrial show, "Wheels of Freedom," that had 36 performances there] was clear, concise and right to the point.

We here at Cunningham & Walsh are most happy with the job you did and want you to know our feelings.

[Our] reprint of your article will get heavy client distribution.—*Thomas De Huff, Producer, Cunningham & Walsh, New York.*

### College radio: final word

EDITOR: In elaboration upon Robert S. Kieve's letter in OPEN MIKE (Nov. 7, page 20, "College radio not play"):

There are well over 200 campus-limited stations now in operation. Most of them are listed on page B-94 of the 1960 BROADCASTING Yearbook. These stations operate from 3 to 24 hours daily with staffs numbering from 10 to 100.

While these stations are 100% nonprofit, virtually all carry national and campus advertising. They must meet most of the same programming, sales, promotion and engineering problems as every free-field broadcaster. Many boast more elaborate studio facilities than the average am licensee.

A possible measure of campus station performance is seen in the fact that a number of these organizations are owners and/or operators of commercial or educational fm stations, licensed by the commission, in addition to their wired am operations.

Because a majority of these stations are extra-curricular activities, not all campus radio's 2,000 alumni annually enter the broadcast industry, but those of its alumni who go into broadcasting have had invaluable practical experience.—*William Malone, Engineering Mgr., Intercollegiate Broadcasting System, 31 Gray St., Cambridge 38, Mass.*

### Susskind and Khrushchev

EDITOR: Jonathan Wallach's observation on the sad state of broadcasting journalism as it referred to the Susskind-Khrushchev interview (OPEN MIKE, Oct. 31, page 22), is somewhat misleading.

Does Mr. Wallach imply that Susskind is a member of the broadcasting journalist profession? If our recollection is correct, Mr. S. is recognized in broadcasting circles as one of the trade's leading producers of live programming. His reportorial qualities may be many but certainly not classed with the Brinkley - Huntley - Cronkite - Murrow school of journalism. Mr. S. also has a reputation of being one of television's more vocal critics.

It would appear the job of tackling the wily and learned Mr. K. should have been left to more experienced newsmen.—*H. J. Snelgrove, Assistant General Manager, CKVR-TV Barrie, Ont.*

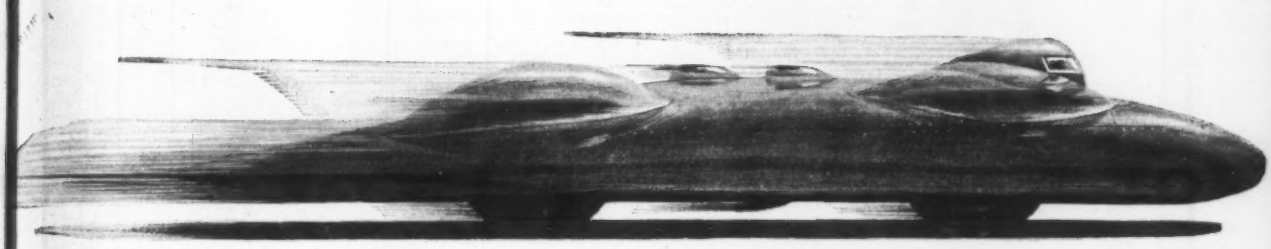
THE RAILTON SPECIAL

IS THE

# *PACESETTER*

IN AUTOMOBILES

It hit an incredible speed of 415 miles per hour



# wsai

IS CINCINNATI'S

# *PACESETTER*

RADIO STATION

**WSAI is the only radio station in Cincinnati offering a merchandising plan through supermarkets. Our exclusive tie-up with A & P stores offers you extra sales promotion . . . guaranteed in-store displays for your client's products. In Programming . . . In Popularity . . . In Productivity . . . WSAI is Cincinnati's PACESETTER radio station**

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

THE CONSOLIDATED SUN RAY STATIONS **WSAI**–*Cincinnati;* **WPEN**–*Philadelphia;* **WALT**–*Tampa*

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—*How can I get the most for my TV dollar in Eastern Michigan.*

Q—*Given three pills by a Doctor and told to take one every half-hour, how long would the pills last?*

Q—*Can WNEM-TV sell drugs?*

Q—*Is it legal in Michigan for a man to marry his widow's sister?*

Q—*How many buy-minded TV homes are served by WNEM-TV.*

NBC CHANNEL 5 CBS

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

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## Bureaus

**New York:** 444 Madison Ave., Zone 22, Plaza 5-8354.

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**Chicago:** 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR: John Osbon; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

**Hollywood:** 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

**Toronto:** 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.
Copyright 1960: Broadcasting Publications.

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS BRUCE C. MEYER YOUR PETRYMAN IN DETROIT

A—Take 5! Latest ARB confirms that WNEM-TV is first by far in all of Eastern Michigan.

A—One hour. You take the first, half an hour later you take the second, and at the end of the hour you take the third.

A—Not only can—but does! The 325 Drug Stores in WNEM-TV'S 25 county area sold $50,-728,000 worth of drugs last year!

A—Not illegal—but impossible! The man would have to be dead to *have* a widow.

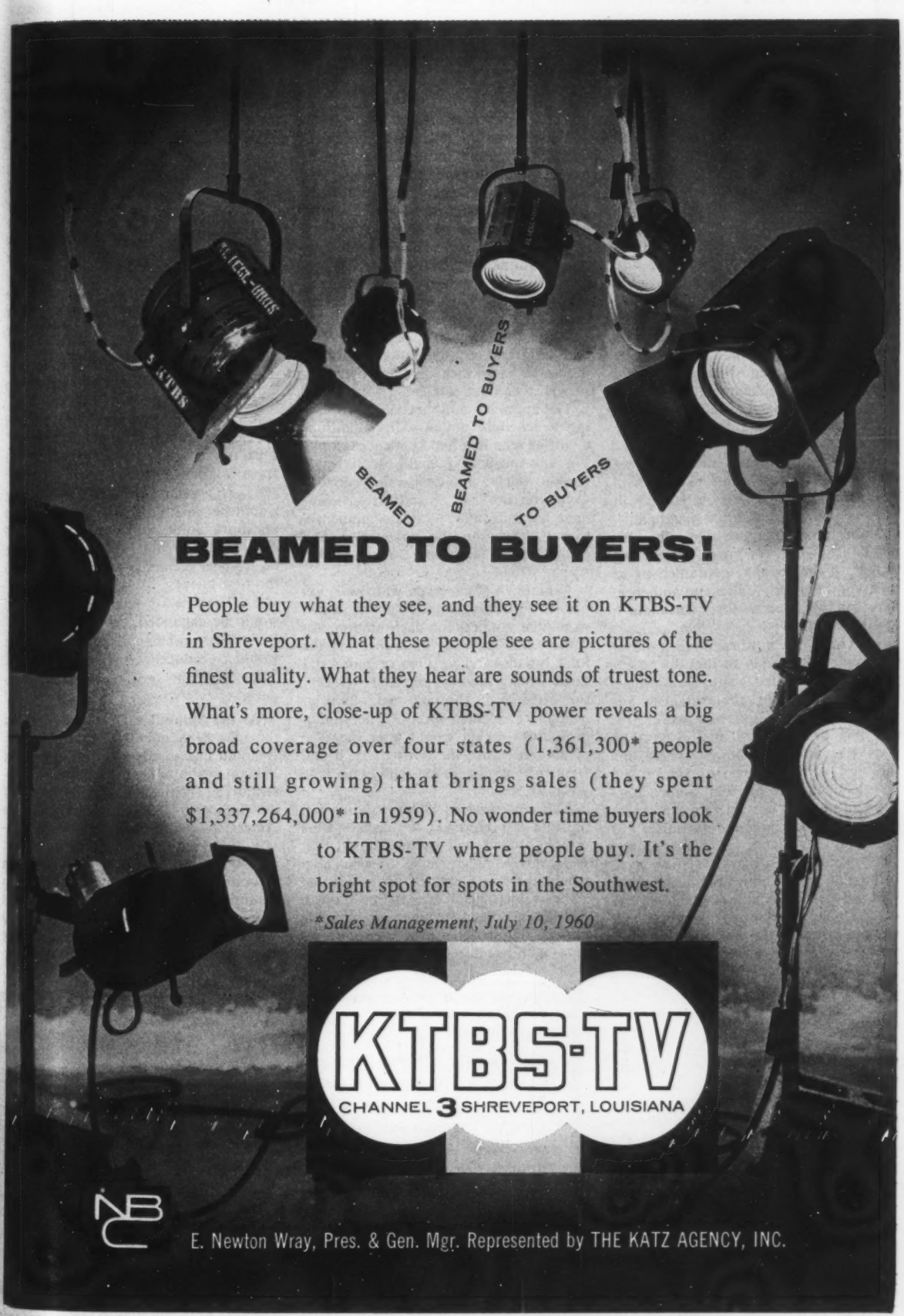
A—402,000—with an effective buying income of more than $2,225,000,000.00. A market you can't afford to miss!

NBC CHANNEL 5 CBS

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!




# BEAMED TO BUYERS!

People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300* people and still growing) that brings sales (they spent $1,337,264,000* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.

**Sales Management, July 10, 1960*

**KTBS-TV**

CHANNEL 3 SHREVEPORT, LOUISIANA

NBC

E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.

# MONDAY MEMO from HARVEY MANN of H. W. Kastor & Sons, Chicago

## Equal rates for unequal audiences are unfair to advertisers

What is one of the most important facets of current rate structures which require the closest examination? I submit that the inequalities of charging equal rates for unequal audiences is the problem that needs primary consideration and begs for an early solution.

It has been said that timebuyers have the primary responsibility to make sure that clients' appropriations are invested wisely. But what about their clients' knowing what their dollars will buy prior to the placement of a schedule as they do now in print?

**Complex Planning** ▪ Specifically, here are the major problems that a client and advertising agency face if there is a decision to use the broadcasting media:

1. From a marketing standpoint, we must be able to tell our clients' field men what depth of exposure we will have in a market as local merchandising and promotion are carefully correlated to our planned advertising weight. If we cannot guarantee or at least approximately anticipate audience, how can we successfully coordinate a total sales effort?

2. There is a mushrooming trend in television—that adds further to an already complicated situation—where under certain rate circumstances announcements are offered with preemptible provisions. Thus at no time does the advertiser know where his message is being exposed nor is he able to determine his total audience.

3. Under the present rate card practices, an agency finds it very difficult to budget for its clients. A client requests certain weight in a market and we have to be able to tell him how much it will cost. Because of unpredictable cycles of available time caused by supply and demand, there is no way we can budget accurately for an upcoming campaign. Thus, for the client who desires to make spot radio and television provisions in his corporate budget, this is a most difficult chore.

**Daily Fluctuations** ▪ Nearly every day we are asked to approve announcement schedules where the cost per thousand fluctuates over a range of as much as 300%. In the area of network television, here are a few current examples of varying costs: *Disneyland* delivers approximately 9.5 million homes for $22,000 per commercial minute. That's a $2.32 cost per thousand. Similarly, *Maverick* can deliver at a cost per thousand commercial minute of $2.22. Contrast these with the NBC bowling show of $5.60 and a public service program of $4.40.

Now I should like to pose this question: Is it wrong for an advertiser to expect equal audience for an equal expenditure? In advancing this objective, I believe two important goals would have to be achieved: First, programming responsibility would have to rest solely with network and station management; second, a universally accepted rating service would have to come into being. Assuming these were achieved, I envision that it would be possible to purchase time on a guaranteed cost per thousand basis with all advertisers assured of equal treatment.

The approach and mechanics in placing a schedule under such conditions might be seen in a hypothetical example. For this purpose I shall use a single market, but its application for network would be similar. An advertiser seeking, for example, a male audience, would determine the objectives of a campaign in terms of frequency and reach.

**Example** ▪ Rate cards with rates expressed in terms of dollars per thousand would be studied for each station, together with audience data covering the total broadcast day. One or more stations would then be selected to carry the schedule on the same basis as print media are selected today. The station or stations which would offer the type of audience with the desired reach and frequency at the lowest cost would be given preference.

The advertiser in all probability will indicate a preference for certain time periods, but it will be the station that will exercise judgment as to when and where the spots are to run, much the same way as print ads are positioned. At the end of each month or schedule period, the station's proof of performance could consist of an affidavit plus the audience data supporting the charges.

In addition, I believe the following added advantages also will accrue to our industry:

1. Timebuyers should be able to devote more time to creative buying since they no longer will operate in a jungle atmosphere.

2. Time salesmen should enjoy some of the same advantages and thus greater emphasis could be placed on creative selling.

3. New vitality could be injected into programming since advertisers no longer would have to gamble.

4. The burden of costs of limited appeal programming would be spread. This, too, is vital if the broadcast media are to remain dynamic.

5. A greater appreciation of talent would be possible so that talent would be more fully utilized. This should give talent greater tenure and make the respective media more attractive to the best talent.

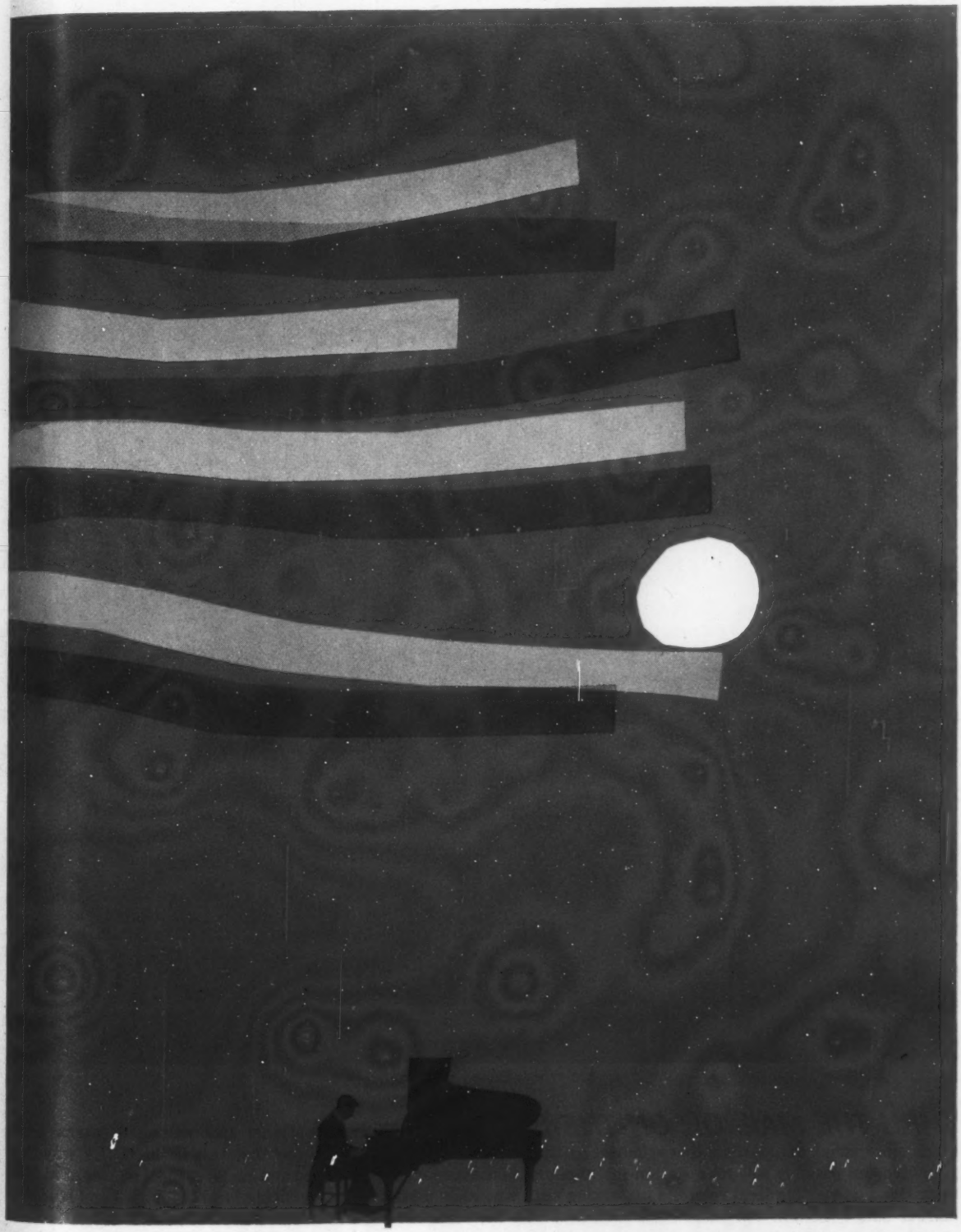
6. The use of television and radio would be expanded.

7. The problem of product conflict would be reduced.

8. Multiple spotting would be reduced.

**At the Summit** ▪ One final word on the idea of a universal rating service: I should like to advance the thought of having a summit meeting with representatives from all major segments of our industry. This would include the American Assn. of Advertising Agencies, the Assn. of National Advertisers, the NAB and the Advertising Research Foundation. The purpose of such a summit would be to set standards that a rating service would employ and which then could be adopted by the entire industry.

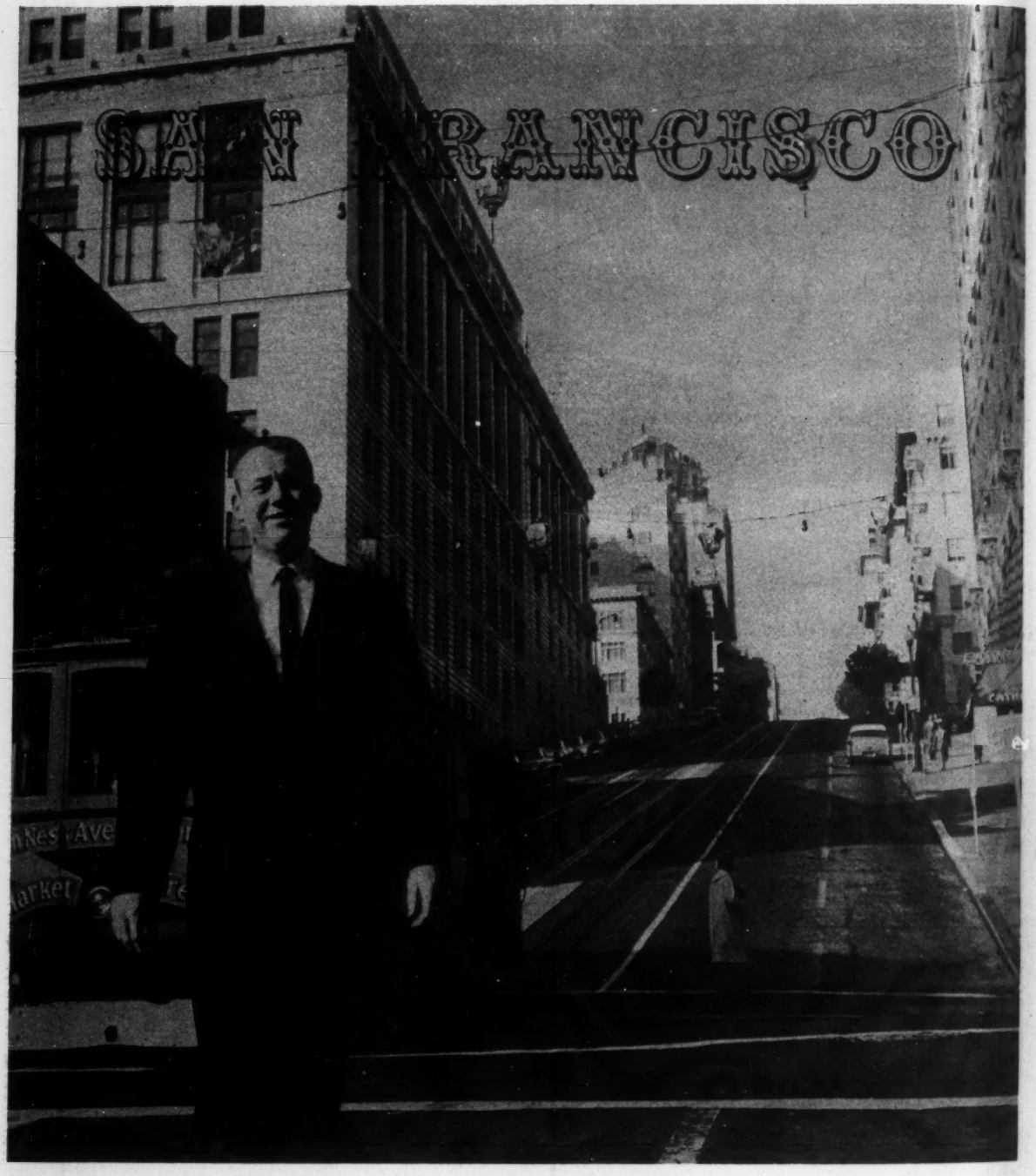
Harvey Mann has been media director of H. W. Kastor & Sons, Chicago, since January 1955. Previously he was with Weiss & Geller, Foote, Cone & Belding and Dancer-Fitzgerald-Sample. Kastor merges with Wade Adv. there Dec. 1. Mr. Mann attended Northwestern U., is married, has four children. Residence: Morton Grove, Ill. He is active in scouting and Little League plus the Parent-Teachers Assn.



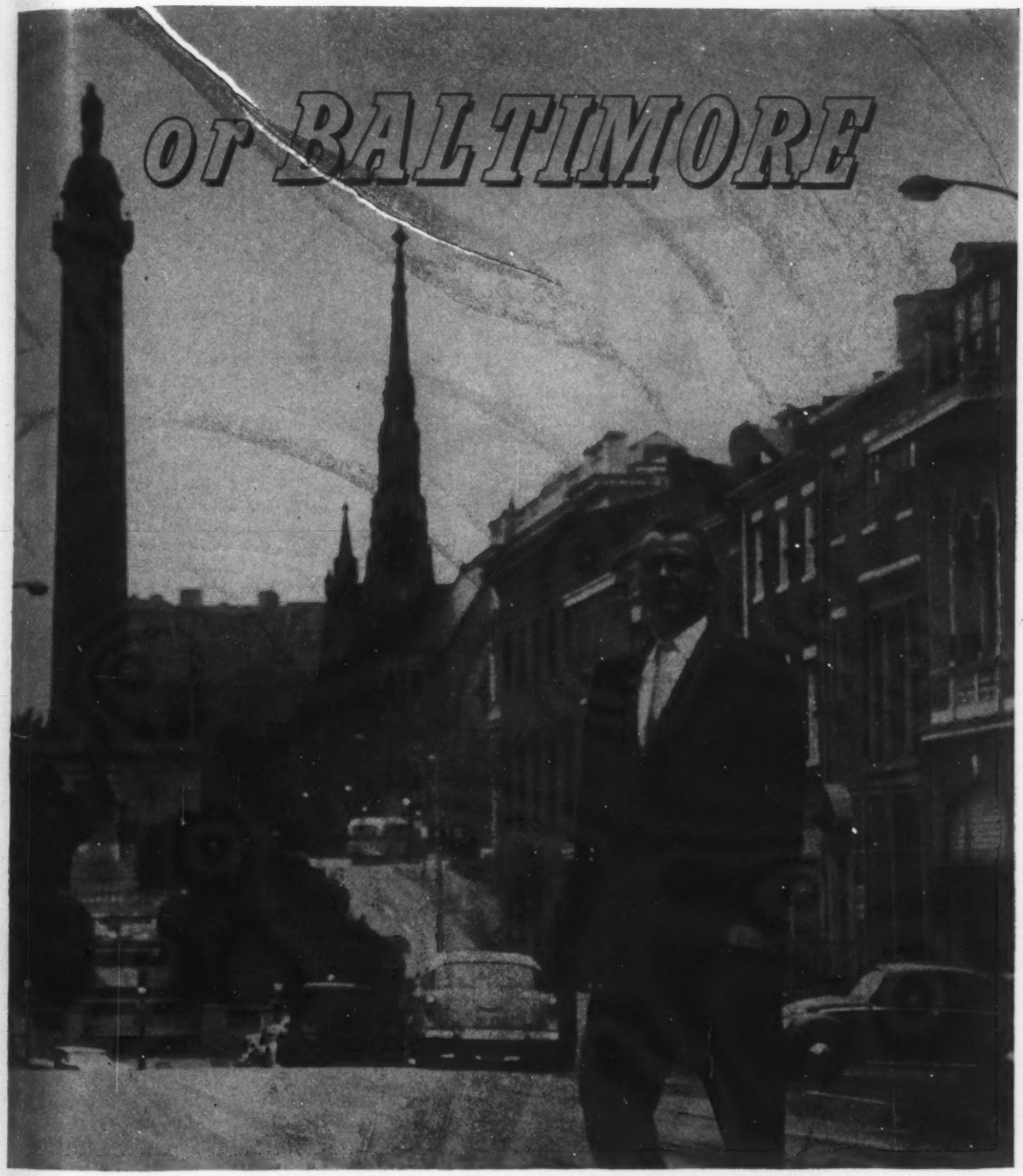
# AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people . . . each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of *beautiful music* . . . music for people of all ages . . . music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make *beautiful music* together with WBAL-RADIO.

Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM & TV **WBAL-RADIO, BALTIMORE**




***THRU THE MAIL OR ON-THE-SPOT?*** **Obviously, a national spot salesman learns more, *much* more about his markets by periodical on-the-spot visits to stations. We feel that this is the ONLY way that your Rep can possibly sell your station intelligently. McGavren men work at the station level in all phases of station operations . . . visiting local retailers . . . talking with wholesale distributors . . . visiting local industries and studying market data in detail. For more sales *impact* . . . ask the man who *knows* . . . Ask the McGavren Man!**

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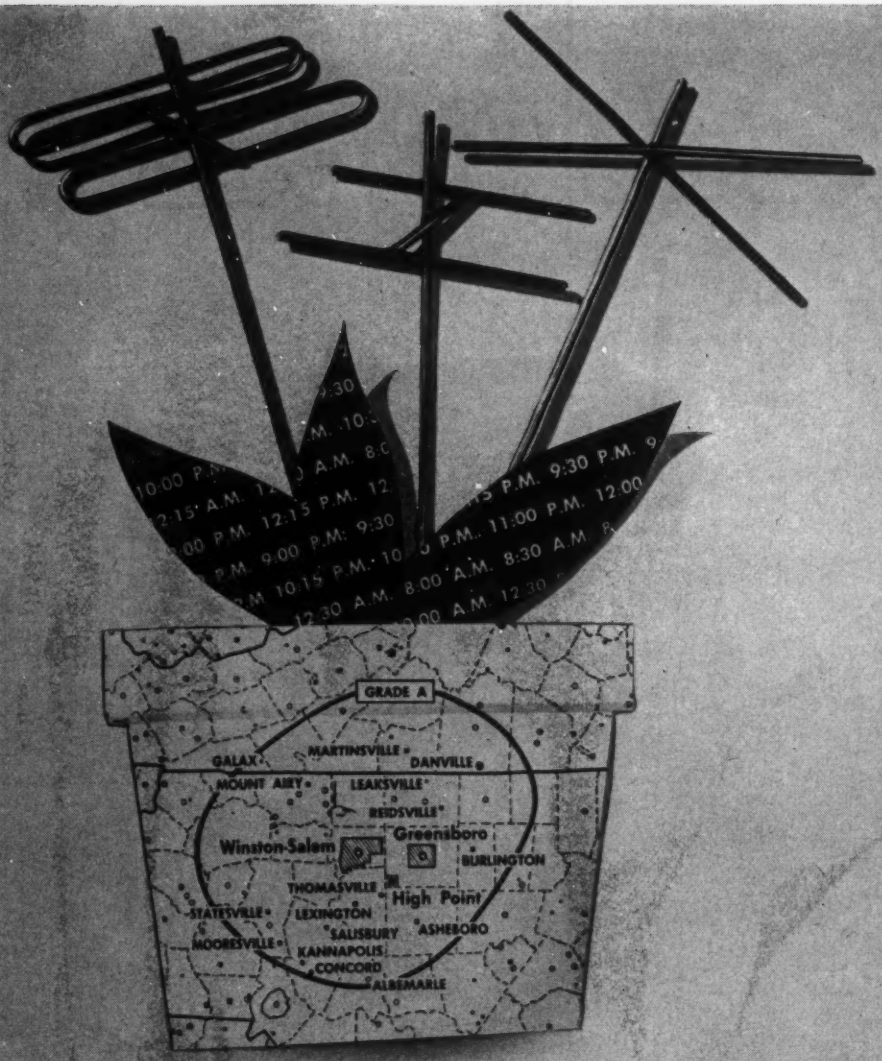


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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 21, 1960 Vol. 59 No. 21

# The 50 biggest broadcast agencies

## THOMPSON LEADS A 1960 LIST THAT SHOWS TELEVISION BUILD-UP

J. Walter Thompson for the third straight year is No. 1 agency in broadcast billings in 1960. Its $126 million in radio and television is a new record for the agency and $20 million above its nearest rival.

The figures were disclosed in BROADCASTING's ninth annual survey of the leading broadcast agencies.

Though JWT is holding firm as No. 1, a scrambling about at the next level finds Young & Rubicam, McCann-Erickson and Ted Bates in a near draw. Y&R won second place by a narrow margin of $1 million. McCann-Erickson, second in 1959 with $108 million, this year faltered slightly to slip into a third place tie with Ted Bates at $105 million each.

The fifth agency in 1960 is BBDO with $91.5 million, a $3.5 million increase over its broadcast billings in 1959. Ranked next according to total broadcast billings are these agencies in 1960's top 10: Benton & Bowles, $80.5 million; Leo Burnett, $65.6 million; Dancer-Fitzgerald-Sample, $62.4 million; N. W. Ayer, $57.8 million; William Esty, $56.25 million.

**Effects of Tv** ▪ It is television that makes agencies big. Counting tv billings only, J. Walter Thompson was biggest in 1960 with $113 million. Ted Bates was next with $105 million in tv.

Others in the top 10 television agencies are Y&R, $96 million; McCann-Erickson, $89 million; Benton & Bowles, $78 million; BBDO, $75 million; Leo Burnett, $61.3 million; D-F-S, $53.8 million; Compton, $47.5 million; Esty, $45 million.

In radio the top 10 billing agencies were Ayer, $17 million; BBDO, $16.5 million; McCann-Erickson, $16 million; JWT, $13 million; Esty, $11.25 million; Y&R, $10 million; Cunningham & Walsh, $9 million; D-F-S, $8.6 million; Grey, $7.7 million, and Kenyon & Eckhardt and Erwin Wasey, Ruthrauff & Ryan tied at $7.3 million each.

Four agencies in the 1960 list of the top 50 in total broadcast billings failed to make the list in 1959. They are Kastor, Hilton, Chesley, Clifford & Atherton; Lawrence C. Gumbinner; Hicks & Greist, and Clinton E. Frank.

Not in the top 50 list this year but included in that company in 1959 were (with estimated 1960 broadcast billings in parentheses) Fletcher Richards, Calkins & Holden ($6 million); Honig-Cooper ($6 million); Gordon Best ($6.6 million), and Knox Reeves ($6.3 million).

Because of rising billings the "cut-off" level of the top 50 list rose in 1960. In the 1959 list the 50th agency billed $6 million. This year the 50th came in at $6.9 million.

Following are individual descriptions of the agencies (and their principal broadcast activities) in 1960's top 50 list:

**J. Walter Thompson Co.:** Combined tv-radio billing $126 million; $113 million in television ($89 million in network, $24 million in spot); $13 million in radio ($4 million in network, $9 million in spot); tv-radio share of overall billing: 50%.

Said one JWT executive this past week: "We are too busy handling business to total it up." This comment not only typifies the No. 1 radio-tv agency's attitude but its status as well.

Business is up as usual but there's uncertainty as to how much. Careful checking, for example, reveals that J. Walter Thompson's radio-tv business may have been overestimated for 1959. The volume in 1960 actually has jumped as much as 10% over 1959 though BROADCASTING's compilation shows a much less increase (JWT's totals were revised to bring them more in line with what's expected by yearend 1960).

The basic patterns, however, have not altered. JWT is in for a new record radio-tv billing year with $126 million in broadcast. Its growth in spot tv in recent years is remarkable. Network tv is keeping up with past track records. Radio is in ruddy health. The broadcast share is about half of the overall.

JWT's supremacy is seen in still another, or competitive, light. Where a McCann-Erickson was No. 2 with $108 million in broadcast billing in 1959, it's now a Y&R in the second spot with $106 million—the gap is $20 million wide.

Though pundits may figure otherwise, actually there's no significant change in JWT's broadcast structure: tv network is still the gusher, spot continues to provide the impetus to broadcast billing increases and radio stands at the same revenue-producing level (as in the past few years).

J. Walter Thompson prime-time clients, if gathered into a group, would have no trouble programming a full network evening (counting only shows on which JWT is agency of record). Tv buying for 1960 included:

Ford's *Tennessee Ernie Ford* and

### The biggest agencies in these categories

| In... | Agency | Billings |
|---|---|---|
| ...Total broadcast billings | J. Walter Thompson | $126 million |
| ...Total television billings | J. Walter Thompson | $113 million |
| ...Tv network billings | J. Walter Thompson | $89 million |
| ...Tv spot billings | Ted Bates | $47 million |
| ...Total radio billings | N. W. Ayer | $17 million |
| ...Radio network billings | (Tie) McCann-Erickson<br>J. Walter Thompson<br>Young & Rubicam | $4 million each |
| ...Radio spot billings | BBDO | $15 million |

*Wagon Train* on NBC-TV, with some special musical hours on CBS-TV; *Perry Como* for Kraft on NBC-TV; Lever Bros.' *Candid Camera* and *Have Gun, Will Travel* on CBS-TV; Eastman-Kodak's Ed Sullivan on CBS-TV and *Ozzie & Harriet* on ABC-TV; Quaker Oats' *Tom Ewell Show* on CBS-TV; RCA's Shirley Temple and *Bonanza* on NBC-TV; Scott Paper's *Father Knows Best* and *Bringing Up Buddy* on CBS-TV; Seven-Up's *Guestward Ho* on ABC-TV; Mentholatum's *Dan Raven* on NBC-TV; Schlitz' Triple Crown Races on CBS-TV and *Douglas Edwards & the News* on that network. Several of last season's buys lasted through the summer, adding to the 1960 total bill.

U. S. Brewers Foundation again bought special hours on NBC-TV; Elgin put seasonal money into NBC-TV's Dave Garroway and Jack Paar shows and participated in specials by both stars; the return of Aluminium with *Omnibus* added two NBC hours to fall billings; Shell Oil bought pro football on CBS-TV. Eastman, Lever, Quaker, Chesebrough-Pond's, R. T. French and other Thompson clients again figured in impressive network schedules in daytime hours.

Standard Brands (Tender Leaf tea, Chase & Sanborn regular and instant coffee) moved considerable money into tv spot this year. Most of the tv network clients also were in spot. For example, Ford (Ford car and trucks, Falcon) and Ford Dealer associations, Schlitz and Seven-Up (handled via Chicago), Lever, Scott Paper, R. T. French, Chesebrough-Pond's, Blue Cross (regional) among them. Biggest in radio: Ford, Northeast Airlines (also tv), Champion Spark Plug, Mentholatum (also network radio), and *Readers' Digest* (spot tv and radio, network radio). One of the recent spectacular buys in network radio: a 17-a-week Kingston Trio five-minute package of CBS Radio for Seven-Up.

Acquisitions for JWT included two new Lever products, Starlight shampoo and Mrs. Butterworth's syrup, and Quaker Oats' new Quota weight-control product. All three started with tv spot in the fall. On the attrition list: Pharma-Craft early in the year; Boyle-Midway in the fall, and Shell Oil, effective in December.

**Young & Rubicam:** Combined tv-radio billing $106 million; $96 million in television ($70 million in network, $26 million in spot); $10 million in radio ($4 million in network, $6 million in spot); tv-radio share of overall billing: 50%.

Young & Rubicam's broadcast billing increased $3.5 million over a year's time. The agency reached a record $106 million in 1960, a growth that was sparked principally in television

## TOP 50 AGENCIES

**All dollar figures are millions**

| | | Combined Broadcast Billing |
|---|---|---|
| 1. | J. Walter Thompson | $126 |
| 2. | Young & Rubicam | 106 |
| 3. | McCann-Erickson | 105 |
| | Ted Bates | 105 |
| 5. | BBDO | 91.5 |
| 6. | Benton & Bowles | 80.5 |
| 7. | Leo Burnett | 65.6 |
| 8. | Dancer-Fitzgerald-Sample | 62.4 |
| 9. | N. W. Ayer | 57.8 |
| 10. | William Esty | 56.25 |
| 11. | Compton | 50 |
| 12. | Kenyon & Eckhardt | 47.6 |
| 13. | Foote, Cone & Belding | 46 |
| 14. | Lennen & Newell | 38 |
| 15. | Cunningham & Walsh | 32 |
| | Sullivan, Stauffer, Colwell & Bayles | 32 |
| 17. | Campbell-Ewald | 31.5 |
| 18. | D'Arcy | 26.5 |
| 19. | Grey | 26.2 |
| | Needham, Louis & Brorby | 26.2 |
| 21. | Erwin Wasey, Ruthrauff & Ryan | 25.5 |
| 22. | Tatham-Laird | 24.1 |
| 23. | Wade | 20.8 |
| 24. | Gardner | 19.7 |
| 25. | Maxon | 18.13 |
| 26. | Ogilvy, Benson & Mather | 17.2 |
| 27. | Campbell-Mithun | 17 |
| 28. | Doherty, Clifford, Steers & Shenfield | 16.8 |
| 29. | Norman, Craig & Kummel | 16.7 |
| 30. | Parkson | 14.8 |
| 31. | Grant | 14.7 |
| 32. | Fuller & Smith & Ross | 13.7 |
| 33. | Doyle Dane Bernbach | 13.4 |
| 34. | Keyes, Madden & Jones | 12 |
| 35. | Guild, Bascom & Bonfigli | 11.8 |
| 36. | W. B. Doner | 11.5 |
| 37. | D. P. Brother | 11.15 |
| 38. | Geyer, Morey, Madden & Ballard | 10 |
| 39. | MacManus, John & Adams | 9.7 |
| 40. | Donahue & Coe | 9.6 |
| 41. | Mogul, Williams & Saylor | 9.4 |
| 42. | Edward Weiss | 9 |
| | Kastor, Hilton, Chesley, Clifford & Atherton | 9 |
| 44. | North | 8.37 |
| 45. | Cohen & Aleshire | 8 |
| | Reach, McClinton | 8 |
| 47. | Clinton E. Frank | 7.5 |
| | Lawrence C. Gumbinner | 7.5 |
| 49. | Hicks & Greist | 7.2 |
| 50. | Warwick & Legler | 6.9 |

NOTE: For top 50 rankings of former years see BROADCASTING Yearbook.

# .....AND THEIR 1960 RADIO-TV BILLINGS

| Total Tv | Tv Network | Tv Spot | Total Radio | Radio Network | Radio Spot | Broadcast Share of Agency's Total Billing | Broadcast Billing Change ($) From 1959 | |
|---|---|---|---|---|---|---|---|---|
| $113 | $89 | $24 | $13 | $4 | $ 9 | 50% | +$ 1.5 | 1 |
| 96 | 70 | 26 | 10 | 4 | 6 | 50% | + 3.5 | 2 |
| 89 | 68 | 21 | 16 | 4 | 12 | 48% | — 3 | 3 |
| 102 | 55 | 47 | 3 | 0.5 | 2.5 | 79% | + 10 | |
| 75 | 45 | 30 | 16.5 | 1.5 | 15 | 40% | + 3.5 | 5 |
| 78 | 41.5 | 36.5 | 2.5 | 0.5 | 2 | 70% | + 4.6 | 6 |
| 61.3 | 42.9 | 18.4 | 4.3 | 0.5 | 3.8 | 59.1% | + 7 | 7 |
| 53.8 | 38.5 | 15.3 | 8.6 | 2.4 | 6.2 | 65% | + 4.4 | 8 |
| 40.8 | 23.5 | 17.3 | 17 | 3 | 14 | 40% | + 6 | 9 |
| 45 | 38 | 7 | 11.25 | 2 | 9.2 | 75% | + 14.75 | 10 |
| 47.5 | 23.5 | 24 | 2.5 | 1 | 1.5 | 62% | + 6.1 | 11 |
| 40.3 | 32.4 | 7.9 | 7.3 | 1.3 | 6 | 49% | + 0.6 | 12 |
| 41 | 25.6 | 15.4 | 5 | 0.7 | 4.3 | 49.5% | + 5.7 | 13 |
| 37.2 | 23.4 | 13.8 | 0.8 | .... | 0.8 | 44.1% | — 4.1 | 14 |
| 23 | 12 | 11 | 9 | 1.5 | 7.5 | 50% | + 2 | 15 |
| 26.5 | 20.3 | 6.2 | 5.5 | .... | 5.5 | 68% | None | |
| 26 | 20.5 | 5.5 | 5.5 | 3.5 | 2 | 30% | + 1.5 | 17 |
| 19.5 | 8 | 11.5 | 7 | 1 | 6 | 37% | + 5.5 | 18 |
| 18.5 | 13.2 | 5.3 | 7.7 | 1.55 | 6.15 | 51% | + 4.1 | 19 |
| 22.6 | 16.2 | 6.4 | 3.6 | 0.2 | 3.4 | 57.5% | + 7 | |
| 18.2 | 12 | 6.2 | 7.3 | 2.4 | 4.9 | 37% | + 8.5 | 21 |
| 22.1 | 12.1 | 10 | 2 | 0.4 | 1.6 | 68% | + 3.9 | 22 |
| 19.8 | 13 | 6.8 | 1 | .... | 1 | 80% | — 1 | 23 |
| 16.2 | 8.1 | 8.1 | 3.5 | 0.4 | 3.1 | 46.4% | + 5.46 | 24 |
| 15.03 | 14.26 | 0.77 | 3.1 | 0.31 | 2.79 | 58% | + 1.3 | 25 |
| 16 | 8.5 | 7.5 | 1.2 | 0.3 | 0.9 | 58.5% | + 2.4 | 26 |
| 12.5 | 6.5 | 6 | 4.5 | .... | 4.5 | 44% | + 1 | 27 |
| 14.8 | 11.9 | 2.9 | 2 | 0.5 | 1.5 | 60% | + 2.3 | 28 |
| 15.2 | 7.3 | 7.9 | 1.5 | .... | 1.5 | 47% | + 2.1 | 29 |
| 14.5 | 14 | 0.5 | 0.3 | .... | 0.3 | 82% | — 1.68 | 30 |
| 12 | 3.9 | 8.1 | 2.7 | 0.4 | 2.3 | 25% | + 0.1 | 31 |
| 11.1 | 10 | 1.1 | 2.6 | 1.4 | 1.2 | 28% | + 2.7 | 32 |
| 12.5 | 8.5 | 4 | 0.9 | 0.1 | 0.8 | 32% | + 3.7 | 33 |
| 10.5 | 4.5 | 6 | 1.5 | 0.25 | 1.25 | 50% | + 2.1 | 34 |
| 10.2 | 7 | 3.2 | 1.6 | .... | 1.6 | 78% | + 1.2 | 35 |
| 7 | 4.5 | 2.5 | 4.5 | 0.5 | 4 | 58% | — 0.2 | 36 |
| 8.5 | 8 | 0.5 | 2.65 | 2 | 0.65 | 30% | + 1.7 | 37 |
| 5.5 | 2.8 | 2.7 | 4.5 | 2 | 2.5 | 35% | + 0.4 | 38 |
| 6.9 | 5.9 | 1 | 2.8 | 1.5 | 1.3 | 20% | + 3.3 | 39 |
| 7.6 | 4.2 | 3.4 | 2 | 0.3 | 1.7 | 28% | + 2.1 | 40 |
| 7.2 | 2.6 | 4.6 | 2.2 | .... | 2.2 | 48% | — 0.2 | 41 |
| 8.15 | 7.2 | 0.95 | 0.85 | 0.75 | 0.1 | 55% | + 1.5 | 42 |
| 6.66 | 1.66 | 5 | 2.34 | 0.1 | 2.24 | 50% | * | |
| 8.25 | 5.8 | 2.45 | 0.12 | .... | 0.12 | 55% | — 1.08 | 44 |
| 4.4 | 1.3 | 3.1 | 3.6 | 1 | 2.6 | 55% | — 0.7 | 45 |
| 7.2 | 4 | 3.2 | 0.8 .... | .... | 0.8 | 33.3% | + 0.5 | |
| 7.1 | 5.2 | 1.9 | 0.4 .... | .... | 0.4 | 47.3% | * | 47 |
| 6.5 | 5 | 1.5 | 1 | 0.25 | 0.75 | 40% | * | |
| 6.5 | 1.8 | 4.7 | 0.7 | 0.09 | 0.61 | 66% | * | 49 |
| 4.8 | 1.3 | 3.5 | 2.1 | 0.1 | 2 | 30% | — 2 | 50 |

* Indicates agency was not listed in top 50 last year.

and in both network and spot. The momentum upward carried Y & R to the No. 2 spot.

The agency nudged past Bates and McCann as the result chiefly of additional client activity in television. For years now, network tv has figured importantly to Y & R clients. This sampling in the current season is imposing:

ABC-TV—Such shows as *Surfside Six* (Johnson & Johnson has a half on alternate weeks), *Donna Reed Show* (J & J has alternate week), *Hong Kong* and *Maverick* (Kaiser having half-sponsorship in each), and participations by Bristol-Myers for Bufferin in *Cheyenne, Naked City* and *Peter Gunn.* CBS-TV —*Pete & Gladys* (Goodyear Tire & Rubber has alternate weeks), *The Andy Griffith Show* (General Foods participates for Instant Sanka and Tang) *Hennesey* (GF for Jello has alternate weeks), *Father Knows Best* (third by Bristol-Myers), *I've Got a Secret* (another B-M alternate week sponsorship), *The Twilight Zone* (Instant Sanka on alternate weeks), *Perry Mason* (Drackett has a third), *Gunsmoke* (Remington Rand sponsors one-third), *Candid Camera* (B-M is alternating advertiser). There's GF participations in *Ann Sothern Show* and General Electric participations in *GE Theatre.* NBC-TV—Singer Sewing Machine has alternate weeks in *Dante;* Beech-Nut Life Savers has a third in *Tall Man.* Other shows: *The Deputy* (General Cigar has two-thirds) and *The Rebel* (P&G for Cheer alternates). Beech-Nut also participates in *The Lone Westerner, The Shirley Temple Show, Outlaws, Thriller* and *Laramie.*

Procter & Gamble, General Foods and Beech-Nut sponsor or participate in several daytime network programs. Other daytime users of network include Thomas J. Lipton, Johnson & Johnson and J. H. Filbert (margarine). Drake Bakeries, Bristol-Myers are active spot advertisers in programs adding to such spot stalwarts in tv as The Borden Co., General Foods, P & G, GE, Johnson & Johnson, General Cigar, Kaiser, National Sugar Refining Co. (first time user of spot tv this year), Internationl Harvester and American Home Products.

American Airlines is in spot radio as are most of the same blue-chip clients mentioned above, while Metropolitan Life Insurance, Time Inc., General Cigar and American Airlines participate in network radio.

**McCann-Erickson:** Combined tv-radio billing $105 million; $89 million in television ($68 million in network, $21 million in spot); $16 million in radio ($4 million in network, $12 million in spot); tv-radio share of overall billing: 48%.

A slight pullback in network tv by Westinghouse Electric (despite its political coverage) and a temporary pullout by Bulova Watch Co. this year cancelled out what were tv increases of other McCann-Erickson clients.

The agency slipped $3 million in broadcast billing. Network placement wound up only $1 million behind the pace of 1959 but radio billing came down some $2 million though network radio was up at the agency.

That the agencies are crowding the top level just behind the J. Walter Thompson bulge is evident in M-E's drop from No. 2 to a third place tie with network-booming Ted Bates, while Y & R, only $1 million ahead of McCann, squeaked past and nestled in second position.

As one of the Big Four among radio-tv agencies, McCann-Erickson is well fortified in billing from its blue-chips. Such advertisers as Bell & Howell (*Churchill Memoirs* and the *Closeup* series on ABC-TV), Colgate-Palmolive (*Twilight Zone* on CBS-TV), Derby Foods (ABC-TV's *Maverick, Walt Disney Presents, Hong Kong, Naked City* and *Roaring 20's*), Liggett & Myers (Chesterfields, Duke) (ABC-TV's *The Untouchables, Adventures in Paradise* and *The Islanders*) continue to contribute to the network and spot columns.

Still others: the long list of Nabisco participations (*Wagon Train* on NBC-TV, *Rawhide* on CBS-TV and a group of daytime programs and syndicated shows), Corn Products' daytime serials, Borax' strips, Nestle's continuing *Roy Rogers* syndicated show, Buick's Bob Hope specials and General Motors' participation in the World Series and in the Rose Bowl and Blue-Gray games. Under the M-E umbrella, Brunswick is associated with *Jackpot Bowling* on NBC-TV, Coca-Cola with *Adventures of the Nelsons* on ABC-TV, Helene Curtis with *To Tell the Truth,* Esso with *Esso Reporter.*

Westinghouse Electric moved into 1960 with a cutback *Desilu Playhouse* sponsorship on CBS-TV, convention coverage and election night returns CBS-TV but is idle from election day until after the end of this year when it picks up again with its new *Nanette Fabray Show* on NBC-TV. Bulova, on the other hand, has been out of television entirely in 1960, this alone responsible for at least $5 million loss in broadcast billing handled by the agency.

**Ted Bates & Co.:** Combined tv-radio billing $105 million; $102 million in television ($55 million in network, $47 million in spot); $3 million in radio

## Network television gross time billings

Source: TvB/LNA-BAR

| | September | | | January-September | | |
|---|---|---|---|---|---|---|
| | 1959 | 1960 | Percent Change | 1959 | 1960 | Percent Change |
| ABC-TV | $ 8,724,938 | $11,875,080 | +36.1 | $ 86,744,444 | $112,721,410 | +29.9 |
| CBS-TV | 21,196,220 | 21,114,008 | — 0.4 | 195,350,810 | 204,356,596 | + 4.6 |
| NBC-TV | 18,525,685 | 18,468,276 | — 0.3 | 169,188,474 | 177,318,634 | + 4.8 |
| TOTAL | $48,446,843 | $51,457,364 | + 6.2 | $451,283,728 | $494,396,640 | + 9.6 |

**Month by month 1960**

| | ABC | CBS | NBC | TOTAL |
|---|---|---|---|---|
| January | $13,260,010 | $23,477,358 | $20,980,897 | $57,718,265 |
| February | 12,677,110 | 22,977,171 | 19,923,712 | 55,577,993 |
| March | 13,487,460 | 24,043,799 | 21,072,164 | 58,603,423 |
| April | 12,701,240 | 22,580,032 | 20,642,038 | 55,923,310 |
| May | 12,876,050 | 23,209,917 | 19,414,264 | 55,500,231 |
| June* | 11,948,700 | 22,062,832 | 18,959,323 | 52,970,855 |
| July | 12,529,660 | 23,442,997 | 19,805,457 | 55,778,114 |
| August* | 11,366,100 | 21,448,482 | 18,052,503 | 50,867,085 |
| September | 11,875,080 | 21,114,008 | 18,468,276 | 51,457,364 |

*June and August 1960 figures revised as of November 10, 1960

**By day parts**

| | September | | | January-September | | |
|---|---|---|---|---|---|---|
| | 1959 | 1960 | Percent Change | 1959 | 1960 | Percent Change |
| Daytime | $15,384,651 | $16,108,436 | + 4.7 | $147,820,975 | $147,636,680 | — 0.1 |
| Mon.-Fri. | 13,274,004 | 13,407,548 | + 1.0 | 126,769,984 | 122,967,996 | — 3.0 |
| Sat.-Sun. | 2,110,647 | 2,700,888 | +28.0 | 21,050,991 | 24,668,684 | +17.2 |
| Nighttime | 33,062,192 | 35,348,928 | + 6.9 | 303,462,753 | 346,759,960 | +14.3 |
| TOTAL | $48,446,843 | $51,457,364 | + 6.2 | $451,283,728 | $494,396,640 | + 9.6 |

# WMAQ IS FIRST IN CHICAGO!

*... reaching more homes per average quarter-hour each weekday, 6:00 a.m.-6:00 p.m., than any other Chicago station!* The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers.

**WMAQ • NBC Owned • 670 in Chicago • Sold by NBC Spot Sales**

SOURCE: CHI. NSI, AUG.-SEPT., 1960

($0.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 79%.

For the second successive year Ted Bates & Co. increased its broadcast billings by at least $10 million. This year the rise put the agency in a third place tie with McCann-Erickson and just short of the No. 2 spot.

With network tv billings up $12 million over 1959, Ted Bates apparently is the leading purchaser of time on both ABC-TV and CBS-TV. Tv spot billing is running equal to last year's figure of $47 million, but there has been a drop this year of $1.5 million in radio network billing and a $0.5 million decrease in radio spot, making radio's loss part of network tv's gain.

Whitehall Labs Div. of American Home Products, Colgate-Palmolive and Brown & Williamson comprise a formidable trio of network tv sponsors, which together have programs on all networks. Whitehall's ABC-TV programs include *Surfside Six, Adventures in Paradise, Hawaiian Eye, Untouchables* and *77 Sunset Strip*. Colgate is concentrated at CBS-TV (*Ed Sullivan, Perry Mason, My Sister Eileen* and *Rawhide*). Brown & Williamson has participations in ABC-TV's *Surfside Six, Stagecoach West, Naked City* and *Make that Spare,* in addition to *Wanted —Dead or Alive* and *Checkmate,* both on CBS-TV. Other major tv network and spot advertisers placing business through Bates are: Warner-Lambert, American Chicle, Continental Baking, Carter Products, Standard Brands and Boyle-Midway.

**BBDO:** Combined tv-radio $91.5 million; $75 million in television ($45 million in network, $30 million in spot); $16.5 million in radio ($1.5 million in network, $15 million in spot); tv-radio share of overall billing: 40%.

As an agency on the receiving end of some large account shifts during the year, BBDO showed sudden signs of spark in 1960 the full billing effect of which ought to be felt next year. In 1959, the agency's radio-tv billing remained near constant but in 1960 the agency increased broadcast billing by some $3.5 million.

BBDO's account gains included Pepsi-Cola from Kenyon & Eckhardt and the substantial billing in Dodge cars and trucks, the former moving from Grant and the latter from Ross Roy. With these accounts came "side" benefits of regional bottlers as in the case of Pepsi and dealer funds with Dodge.

BBDO has yet to hit the pace in tv of a Ted Bates or a J. Walter Thompson but its client spending "depth" is seen in the breakdown of network to spot (only a little better than a four to three edge).

Its mainstay network advertisers and shows: Rexall Drug's alternate-week sponsorship with client General Mills of *National Velvet* on NBC-TV; Westclox in *The Tab Hunter Show* (NBC-TV, alternate week); U. S. Steel's *Steel Hour* (CBS-TV); E. I. du Pont de Nemours' *June Allyson* and *Show of the Month,* both CBS-TV; General Electric's *GE Theatre* on CBS-TV, and Campbell Soup's *Donna Reed Show* (ABC-TV) and *Lassie* (CBS-TV). The agency now bills the alternate-week sponsorship of *Lawrence Welk* on ABC-TV by Dodge; American Tobacco's segments in *Bonanza* on NBC-TV; continues with Armstrong's *Circle Theatre* that is on every other week in its Wednesday time period on CBS-TV, and has Philco Corp.'s now traditional backing of both the Miss America pageant and parade coverage on CBS-TV.

Participants in network shows are not alien to BBDO which counts du Pont, Pan American Coffee Bureau and Pittsburgh Plate Glass among advertisers using these, while GE, Ocean Spray cranberries, U. S. Steel and New England Mutual Life Insurance Co. are included in the list of advertisers in "specials." Spot activity, considerable at this agency, includes such "name" advertisers as General Mills, GE (Mr. Magoo commercials, for example), Ocean Spray, Pan-American Coffee, du Pont, Dodge and Pepsi-Cola.

**Benton & Bowles:** Combined tv-radio

## How frequency pays off for the television advertiser

On television it pays to keep hammering the message home. To back up this theory, NBC went back through old studies and pulled out figures to show that repeat exposures are not wasted effort.

Explained Thomas E. Coffin's research projects division in a bulletin, "Frequency . . . was one of the strengths which built radio into a major advertising force, the added impact of repeated impressions showing itself in increased effectiveness of the advertising." To document the principle in television, NBC had only to go to past studies where the sample was sorted according to viewing frequency.

These were the findings, based on varying samples in the individual studies:

Testing for identification of Texaco gasoline with the "tower of power" slogan, NBC found that occasional viewers did 62% better than non-viewers and frequent viewers did 139% better than non-viewers. A study in nighttime programming this year, "Advertising Impact With News and Public Affairs," showed the advantage is consistently higher for viewers most heavily exposed to the advertising.

The same principle holds for daytime, according to an extract on use of Pond's products from "Daytime Rendezvous With the Women Who Buy," NBC study of last year. This showed that 41% more frequent viewers used the cold cream than non-viewers, with occasional viewers showing a 14% higher use. Pond's dry skin cream users numbered 91% better among frequent viewers than non-viewers and 13% better among occasional viewers.

Other comparisons:

**Proctor Ironing Boards**
(Would consider buying)

| | % would consider Proctor | Advantage over non-viewers |
|---|---|---|
| Non-viewers | 16% | |
| Occasional viewers | 26 | + 63% |
| Frequent viewers | 33 | +106 |

Source: "Selling appliances on NBC-TV," NBC, 1960. Daytime/Nighttime.

**Opinion of the 1960 Ford**
(Rating it "one of the best")

| | Index (non-V. = 100) | Advantage over non-viewers |
|---|---|---|
| Non-viewers | 100 | |
| Light viewers | 120 | + 29% |
| Moderate viewers | 229 | +129 |
| Heavy viewers | 257 | +157 |

Source: "Prospectivity," p. 82, NBC, 1960. Nighttime.

**Interest in Frigidaire products**
(Percent exposed to advertising which increased interest in products)

| | % reporting increased interest | Advantage over non-viewers |
|---|---|---|
| Non-viewers | 27% | |
| Occasional viewers | 37 | + 41% |
| Frequent viewers | 52 | + 93% |

Source: "Selling Hardgoods on NBC Daytime Television," p. 6, NBC, 1959. Daytime.

**Buying the sponsored make of car**
(Percent of each group buying)

| | % buying | Advantage over non-viewers |
|---|---|---|
| Non-viewers | 12.2% | |
| Total viewers | 19.4 | + 59% |
| Frequent viewers | 21.9 | + 80 |

Source: "Roadsigns to Sales," p. A6, NBC, 1958. Nighttime.

# "Switchboard lit up like a Christmas Tree!"

The C and P Chesapeake Potomac Telephone Company of Maryland

320 St. Paul Place • Baltimore 2, Maryland • LExington 9-9900

October 14, 1960

J. G. SCHISLER
ADVERTISING SUPERVISOR

Mr. Donald P. Campbell
Administrative Assistant
WMAR-TV
Baltimore & Charles Sts.
Baltimore 3, Maryland

Dear Don:

I don't know how many unsolicited testimonials you receive, but I doubt if you receive many from a public utility.

As Advertising Manager for The C&P Telephone Co. of Md., I never expected to be swamped with orders.

I am very pleased to send you this testimonial, a success story for WMAR, Sylvia Scott and our new Princess telephone.

As you know, we augmented our participation in your 7:10 PM Weather Show and our spot schedule by the purchase of 15 60-second live announcements on The Woman's Angle.

Last Thursday, I received a call from our switchboard Chief Operator. She had been frantically trying to cope for almost two hours with a "flood of calls" that "lit up her board like a Christmas tree." Knowing that the world series was on the television she had been completely unable to understand what had caused this unprecedented number of calls.

The answer? Women are calling, literally by the hundreds, to order a Princess telephone "like Sylvia Scott just had on The Woman's Angle."

This is the first time in the Maryland Company's history that a commercial or any advertisement has caused such an immediate and overwhelming response.

Of some interest, perhaps, is the fact that the orders came from all parts of the Baltimore Metropolitan Area, including every economic, social and ethnic division. Also of interest is the fact that the ratio of completions to orders is running extremely high, higher in fact than on normal, unsolicited orders.

It is hardly necessary to say that we are more than satisfied with our purchase and with Sylvia Scott. With the always strong support from George Rogers and our Weather Show, plus the rest of our mass media campaign, we have gotten the Princess off to a flying start in Maryland.

Sincerely,

John G. Schisler
Advertising Supervisor

SYLVIA SCOTT
Hostess on Baltimore's Leading Homemakers' Program
"THE WOMAN'S ANGLE"
Mon. thru Fri.
1:00-1:30 P.M.

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION • BALTIMORE 3, MD.

CBS TELEVISION NETWORK

CHANNEL 2

YOU MISS

THE SIX BILLION DOLLAR **WHEELING-PITTSBURGH** MARKET WITHOUT

ONLY 50,000 WATT NETWORK STATION IN AREA

*the* **STORER** *station backed by 33 years of responsible broadcasting*

**CALL BLAIR**

## 1960'S BIGGEST BROADCAST AGENCIES continued

$80.5 million; $78 million in television ($41.5 million in network, $36.5 million in spot); $2.5 million in radio ($500,000 in network, $2 million in spot); tv-radio share of overall billing: 70%.

Benton & Bowles' radio and television billing primarily comes from four advertisers: Procter & Gamble, General Foods, Philip Morris (Parliament) and S. C. Johnson.

P & G's lineup includes full sponsorships and participations but all of its nighttime program activity via B & B falls into these shows: *Cheyenne, Rebel, Rifleman, Tom Ewell, Peter Loves Mary, Real McCoys, Detectives, Law and Mr. Jones* and *Riverboat.* General Foods' network top guns are personalities such as Danny Thomas, Andy Griffith and Ann Sothern, each starring in a situation comedy show, and adding to this are situation comedy *Angel,* western adventure *Rawhide,* deep sea *Acquanauts* and cartoon *Bugs Bunny.*

Parliament this season is busy helping to support Doug Edwards' newscasts on CBS-TV, *Rawhide* and *Perry Mason* on the same network, while S. C. Johnson is in *Garry Moore, Red Skelton, Angel, Zane Grey* and *Ann Sothern.* Other network, aside from daytime billing, includes Schick's appearances in *Witness* and *Face the Nation,* and Pream's *Mason* and Norwich Pharmacal's *Riverboat* buys. The spot users follow the same pattern—led by high broadcast spending P & G, General Foods, Parliament and S. C. Johnson—as in network.

Instant Maxwell House Coffee (General Foods brand) only last week noted it's in the midst of its heaviest fall advertising in history reaching nearly four out of five U. S. families using network and spot, and reaching an estimated 40 million homes, a substantial increase over the advertiser's audience reach last year. Shulton's Desert Dri and a new product are handled by B & B and today (Nov. 21) picks up new Shulton hair coloring.

**Leo Burnett Co.:** Combined tv-radio billing $65.6 million; $61.3 million in television ($42.9 million in network, $18.4 million in spot); $4.3 million in radio ($0.5 million in network, $3.8 million in spot); tv-radio share of overall billing: 59.1%.

Up, up and up. That's the story again of the Burnett agency (now celebrating its 25th anniversary) which this year boosted its broadcast business nearly $7 million and its radio-tv share about 7%. Perhaps the only discernible difference in type of media lay in spot tv and radio both were down a bit. During 1960 Burnett picked up Campbell Soup's Swanson line (about $2 million) Procter & Gamble's Canadian Camay line ($250,000) and the Sunkist accounts (worth nearly $1.5 million).

Name any of the blue chip network tv programs (evening and daytime) chances are that Burnett is represented from among such clients as Allstate, Campbell, Chrysler Corp., Cracker Jack, Hoover, Kellogg, Kendall Co., Philip Morris, Pillsbury and P&G. Spot radio and/or tv clients were Brown Shoe Co., Campbell, Cracker Jack, Green Giant, Hoover, Kellogg, Motorola, Pfizer and Philip Morris. Others in selected key cities were Philip Morris, Santa Fe plus local accounts.

Among the agency's highlights: it inherited Philip Morris new Commander cigarette (networks and spot) and continued strong with Marlboro and Philip Morris; it retained the top rated children's parlay of *Huckleberry Hound, Woody Woodpecker* and *Quick Draw McGraw* with a new *Yogi Bear* series starting in January for Kellogg; it was responsible for *An Evening With Fred Astaire* on behalf of Chrysler; it bought such new entries as the *Aquanauts, Dennis the Menace, Magic Land of Allakazam* for Kellogg; *Dobie Gillis* and *Route 66* for Philip Morris; *Gillis* and *The Shirley Temple Show* for Pillsbury and *The Law and Mr. Jones* and *Tom Ewell Show* for P&G, and it retained many of the old staples for its clients or brought them other existing properties.

**Dancer-Fitzgerald-Sample:** Combined tv-radio billing $62.4 million; $53.8 million in television ($38.5 million in network, $15.3 million in spot); $8.6 million in radio ($2.4 million in network, $6.2 million in spot); tv-radio share of overall billing: 65%.

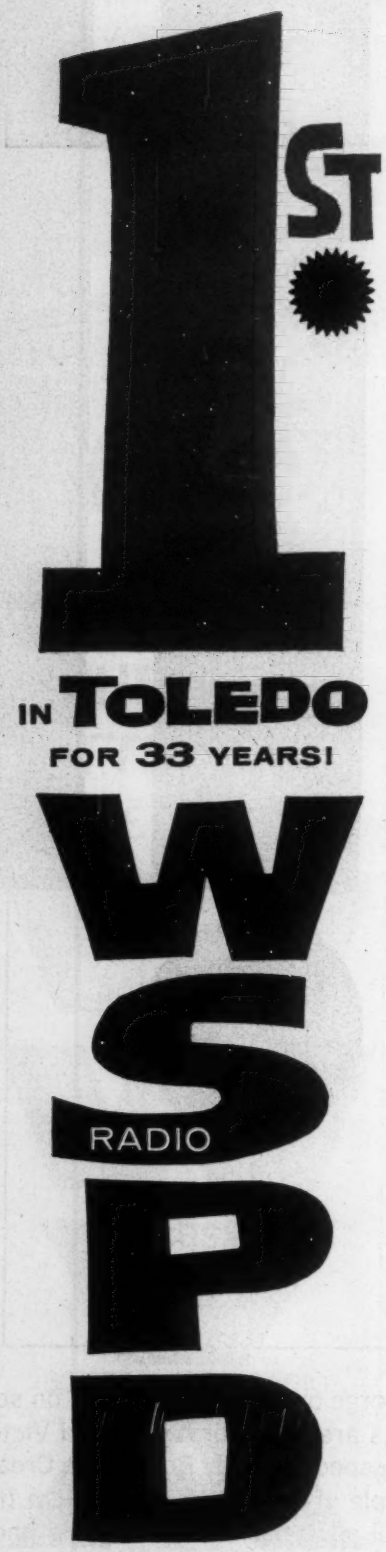
Bigger spending by DFS's established clients pushed the agency's broadcast billing up more than $4 million over 1959. As in previous years, the bulk of DFS's business stemmed from such advertisers as Liggett & Myers (L & M cigarettes), Sterling Drug, General Mills, American Chicle Co. and General Foods.

DFS's clients are substantial spenders in daytime programs on the television networks, but also are active in nighttime schedules. L & M, during the year, invested in such nighttime shows as *Rebel, Hotel De Paree* and the *Garland Touch.* Sterling bought into *Route 66* and *Thriller.* American Chicle Co. purchased portions of *Hawaiian Eye* and *77 Sunset Strip.* General Mills participated in sponsorship of *Flicka, Rocky, Rin Tin Tin, The Lone Ranger* and *Wyatt Earp.* Fallstaff Brewing invested substantially in syndicated programs through the country. These advertisers

# ETUDE FOR ICE CREAM

Lady Borden has Victor Borge on a spot . . . in fact, on several spots, because spots are good for sales. And Victor Borge's good for spots -- especially Lady Borden Ice Cream Spots. It's another example of how the Spot Medium has gone big time. Successful advertisers like Borden's know the power of spots well placed . . know the wonderful flexibility. Most likely you should be using the spot medium right now. Call your nearest H-R salesman. He's an expert on spot and will show you how spot will **work** for **you.**

H-R *Television, Inc. Representatives*






also were active in spot radio and television.

**N. W. Ayer & Son Inc.:** Combined tv-radio billing $57.8 million; $40.8 million in television ($23.5 million in network, $17.3 million in spot); $17 million in radio ($3 million in network, $14 million in spot); tv-radio share of overall billings: 40%.

N. W. Ayer & Son added more automotive billings to those of Plymouth when Chrysler early in the year assigned Ayer the other two makes in its Plymouth-DeSoto-Valiant Div. These used seasonal spot. Plymouth this year continued to be a heavy tv network spender, with the old NBC-TV *Steve Allen Show* succeeded this fall by *Garry Moore* and *The Garlund Touch* on CBS-TV. The alternate-week *Bell Telephone Hour* tradition on NBC-TV is intact, with an occasional science or documentary special added to the bill. AT&T and affiliated telephone companies also use network radio, radio and tv spot (Illinois Bell is making local use of the tv documentary). Sealtest retains NBC-TV's *Bat Masterson* on a 52-week basis, with Hills Bros. still on the western leg of that show. Sergeant's pet care products stepped up expenditures on several ABC-TV shows and the NBC-TV *Jack Paar Show*. Yardley bought ABC-TV coverage of Great Britain's royal wedding. Whitman's followed its 1959 tv debut on the CBS-TV *Wizard of Oz* with the same order for this December.

Ayer's long list of spot spenders includes United Air Lines; Atlantic Refining, tv weather sponsor in 40 markets and longtime radio-tv baseball sponsor; Armour, with considerable tv commitments; Corning, which moved from network to spot tv this year; Hamilton Watch, a seasonal radio customer; Howard Johnson restaurants and foods, a 52-week tv customer; Ohio Oil (Marathon); Steinway pianos, with year-round schedules in radio, and others. Johnson & Johnson's new Arrestin cough medicine made a fall entry with tv spot and participation in several network shows on day and night logs. Dapper spray starch was launched in Philadelphia last summer and is using tv spot as it widens its distribution south and westward. DuPont's new Lucite household paint began on tv in Philadelphia.

There were, in all, 38 Ayer clients in radio and 33 in tv this year.

**William Esty Co.:** Combined tv-radio billing $56.25 million; $45 million in television ($38 million in network, $7 million in spot); $11.25 million in radio ($2 million in network, $9.25 million in spot); tv-radio share of overall billing: 75%.

R. J. Reynolds Tobacco Co. historically accounts for a large part of William Esty billings, spending in all the broadcast media for the different brands. This fall much of the budget goes into 12 tv network shows. Union Carbide (Prestone, Eveready, other products) is in seven programs on the tv networks and also is a spot customer, both television and radio, as is Nescafe instant coffee, which also allocates some money to tv network announcements. Daytime network tv has been significant in budgets of Chesbrough Pond's Vaseline, Thomas Leeming's Ben-Gay and Pacquin Silk 'n Satin lotion. Ballantine beer uses regional tv spot and network. Sun Oil uses all the broadcast combinations. Esty's broadcast billings are higher this year compared with 1959 because of a revision in estimates, the figures compiled in past years having been too conservative. Aside from this revision, the billing level has been upped by increased network tv commitments in 1960. A new account, the Veep drink produced by the New York Coca-Cola bottler, relied on radio, and to a lesser extent tv, to build up a following.

**Compton Adv.:** Combined tv-radio billing: $50 million; $47.5 million in television ($23.5 million in network, $24 million in spot); $2.5 million in radio ($1 million in network, $1.5 million in spot); tv-radio share of overall billing: 62%.

Compton's radio-tv billing is estimated to be almost $6 million above the 1959 level, attributed largely to increased spending by Alberto-Culver and Procter & Gamble products. The large advertisers at Compton are P & G, Chesebrough-Pond's and Alberto-Culver, with P & G, of course, the major account.

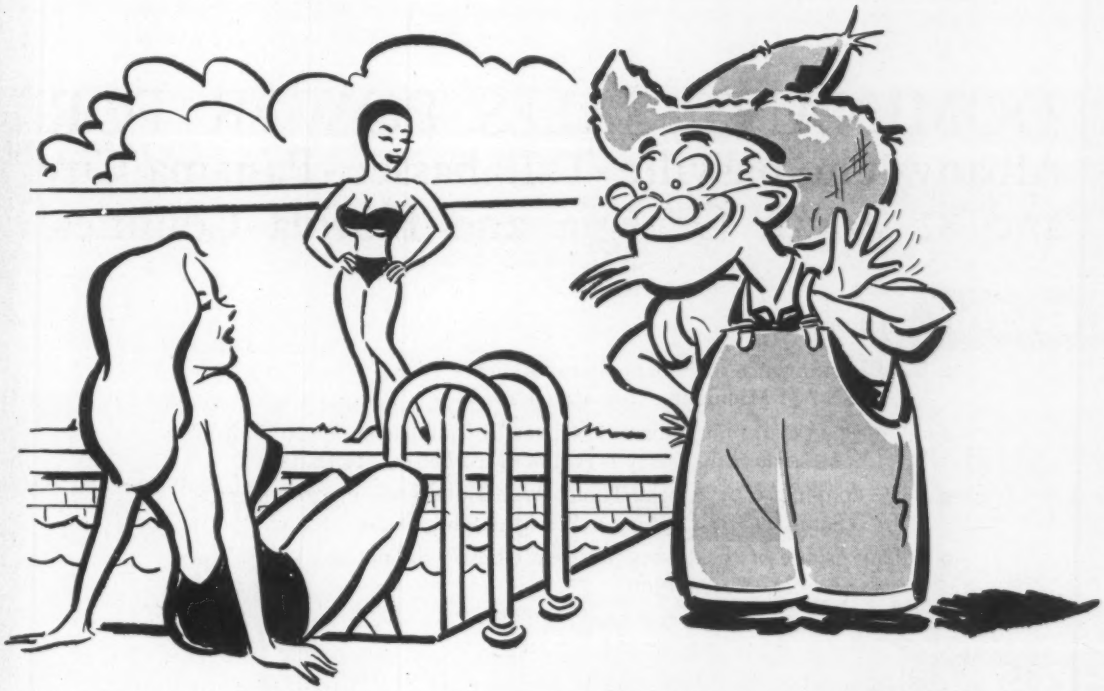
In addition to a large number of daytime participations, P & G was active in sponsorship of such nighttime tv programs as *Cheyenne, Wyatt Earp, Tom Ewell Show, Peter Loves Mary, The Real McCoys, The Detectives* and *The Rebel*. Alberto-Culver bought into the *Barbara Stanwyck Show* and *Dante*. Chesebrough-Pond's was a substantial buyer of daytime network tv programs.

Spot business was placed for P & G, Chesebrough-Pond's, El Producto cigars, R. T. French Co. (Sauces), Eversharp Pen Co., Quaker Oats, Shick Safety Razor, Sterling Drug and Sterling Brewers.

**Kenyon & Eckhardt:** Combined tv-radio billing $47.6 million; $40.3 million in television ($32.4 million in network, $7.9 million in spot); 7.3 million in radio ($1.3 million in network, $6 million in spot); tv-radio share of overall billing: 49%.

K&E's billing fortunes in the broad-

# Fargo is the SPENDINGEST city in the U. S. A.



## And WDAY gets the biggest audience in this 55-county area!

Sales Management's "Survey Of Buying Power" gives Fargo's Metropolitan County Area as No. 1 in the nation for retail sales per family!

*Also* — all the Pulse Area Surveys show that WDAY is the top station among 43 that compete for audience in our 55-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U. S. that does so much—for so many—for so little! Ask PGW!

**PULSE AREA REPORT (55 COUNTIES)**
**MARCH 21-28, 1960**
**SHARE OF AUDIENCE—IN-HOME & OUT-OF-HOME**

| | 6 A.M.-12 N. | 12 N.-6 P.M. | 6 P.M.-Mid. |
|---|---|---|---|
| **WDAY** | **22** | **21** | **22** |
| STA. B | 16 | 18 | 20 |
| STA. C | 8 | 9 | 8 |
| STA. D | 8 | 8 | 7 |
| STA. E | 6 | 5 | 6 |
| STA. F | 3 | 5 | 5 |
| 37 Others | 38 | 34 | 32 |

# WDAY

**FARGO, N. D.**

**NBC • 5000 WATTS**
**970 KILOCYCLES**

PETERS, GRIFFIN, WOODWARD, INC.,
*Exclusive National Representatives*

THE GRAY TELE

**WALB-TV**
Albany, Georgia

**WJHG-TV**
Panama City, Florida

# DOMINANT SALES POWER FOR
## Albany-Thomasville-Tallahassee-Panama City and 82 South Georgia and Florida Counties!

**WALB-TV** delivers:

- 92.9% dominance of Albany metro audience (9 AM-Midnight, ARB March 1960)
- 60.5% dominance of Albany-Thomasville-Tallahassee metro audience (Monday thru Friday 6 AM-6 PM, Nielsen March 1960)
- 53% dominance of Albany-Thomasville-Tallahassee metro audience (Saturday thru Sunday 6 PM-Midnight, Nielsen March 1960)
- Albany is one of the 10 best business cities in the nation (Forbes, March 1960)
- Albany is Georgia's fastest growing city

**WJHG-TV** **located in fast growing Panama City . . . Single station market on the Florida Miracle Strip.**

Retail sales per household average $6533 — considerably above the top ranked metro area of the United States

Ask today for availabilities and combination rate. (One rate card—local and national)

**WALB-TV**
Albany, Georgia

NBC

**WJHG-TV**
Panama City, Florida

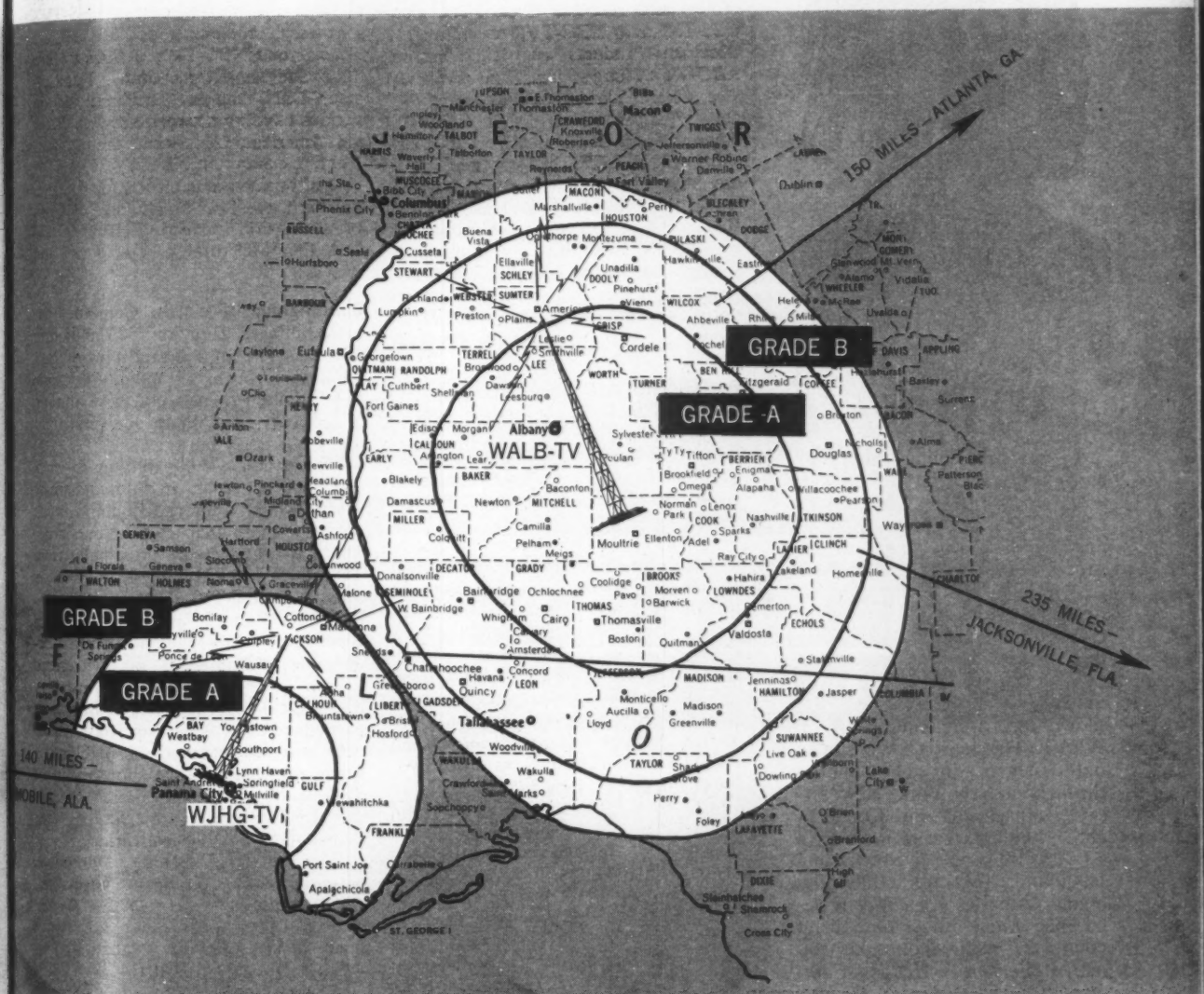
**James H. Gray, President** **Raymond E. Carow, Managing Director**

*Represented Nationally by* Venard, Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.

SERVING A BILLION

EVISION NETWORK

# PROVIDES THE ONLY NBC PROGRAMMING BETWEEN ATLANTA AND THE GULF




## Grade B Population: 928,534

(1960 Census)

## TV Homes: 187,270

(ARB January 1960)

The Gray Television Network is bigger than Chattanooga, Tenn.; Columbia, S. C.; Augusta, Ga.; Peoria, Ill.

DOLLAR MARKET

PUFFS
&
PANATELAS

If king-size billings are your aim in America's largest market, you need WPAT . . . Metropolitan New York's reigning good music station. The long and the short of it is simply this: WPAT gets results. That's why tobacco products advertising alone has increased more than 348% in only three short years on our station and that's only one of the many advertising categories that has shown record-breaking gains on WPAT. The reason? We smoke out listeners in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. America's leading tobacco men know it. Among them, count the men who make and market *Benson & Hedges, Camels, Chesterfields, Dukes, General Cigars, Hit Parades, Kents, L & M's, Lucky Strikes, Newports, Oasis, Old Golds, Pall Malls, Parliaments, Tareytons and Winstons.* In the past three years, all of them have found out that Greater New York's best drawing station is WPAT . . . the station with the aroma of success.

WPAT
&
WPAT-FM

## 1960'S BIGGEST BROADCAST AGENCIES continued

cast media steadied during the year despite some account attrition, notably Pepsi-Cola which moved to BBDO. The agency's network tv activity on behalf of clients was on an even keel buttressed by such prime-time program advertisers as Max Factor (*Shirley Temple* on NBC-TV), Lincoln-Mercury (*Alfred Hitchcock* on NBC-TV), Lever (*Checkmate* and *The Price is Right* on CBS-TV and NBC-TV, respectively), Beecham Products (participations in ABC-TV's *Hong Kong, Hawaiian Eye, The Untouchables, The Roaring 20's* and *77 Sunset Strip*), and Nabisco's daytime *Shari Lewis* and *Fury* sponsorships on NBC-TV. Nabisco and Lever are heavy in daytime network shows, while Ford institutional bills through K&E on Leonard Bernstein's concerts on CBS-TV (with Shell corporate sponsoring the young people concerts). Aside from spot billing by these advertisers there are also Max Factor, H. P. Hood & Sons and A. S. R. Products under the K&E umbrella.

**Foote, Cone & Belding:** Combined tv-radio $46 million. $41 million in television ($25.6 million in network, $15.4 million in spot); $5 million in radio ($700,000 in network, $4.3 million in spot); tv-radio share of overall billing: 49.5%

Broadcast billing climate at Foote, Cone & Belding is favorable. Total dollars are up $5.7 million, most of it coming from spot television. Network actually showed a $3 million-plus drop, while radio maintained a good level. The top FC&B broadcast users include Kimberly Clark (in *Checkmate* and *Wanted—Dead or Alive* on CBS-TV), Armour (*Untouchables* and *Naked City* participants on ABC-TV), Sunbeam (also *Untouchables* and *Naked City*), S. C. Johnson (Red Skelton, *Comedy Spot* and *Garry Moore Show*, all CBS-TV) and General Foods (*American Bandstand*).

FC&B's showcase shows: *Hallmark Hall of Fame* (Hall Bros.) on NBC-TV and *Our American Heritage* series (Equitable Life Assurance Society) on the same network. Spot advertisers include among others Armour (also in daytime network), Kimberly Clark, General Foods (also in daytime network), Sunkist Growers, Angostura-Wupperman, Savarin Coffee, Clairol, Stauffer Foods, Lever, Halo, Hawaiian Pineapple, Paper-Mate, Purex, Trans-World Airlines, Zenith Radio and B. F. Goodrich.

**Lennen & Newell:** Combined tv-radio billing $38 million; $37.2 million in television ($23.4 in network, $13.8 million in spot); $0.8 mililon in radio (all in spot); tv-radio share of overall billing: 44.1%.

L&N's billing in the broadcast media dipped by almost $4 million, explained largely by a shift out of radio into the print media by several of the agency's clients. Its radio business decreased by $3 million in 1960 compared with 1959.

L&N clients continued to place a substantial business in tv, particularly in network. Lorillard, on behalf of several of its brands, was sponsor of CBS-TV's *Hennesey, Aquanauts* and *Zane Grey Theater* and NBC-TV's *Groucho Marx Show* and *Tab Hunter Show*. For Colgate, L&N bought participations on various daytime network shows and for the American Gas Assn., the *Barbara Stanwyck Show* on NBC-TV.

Spot business was placed for Colgate, Lorillard, the Best Foods Div. of Corn Products Co., Armstrong Rubber Co. and the McCormick Co. (tea and spices).

**Cunningham & Walsh:** Combined tv-radio billing $32 million; $23 million in television ($12 million in network, $11 million in spot); $9 million in radio ($1.5 million in network, $7.5 million in spot); tv-radio share of overall billing: 50%.

It's an about even split in network and spot television at Cunningham & Walsh, while tv and radio billings break out at a more than two to one ratio. The network tv comes principally from Texaco (52-week Huntley-Brinkley news show on NBC-TV, *Captain Kangaroo* on CBS-TV and in specials); American Cyanamid, Johns-Manville, Smith Corona and Watchmakers of Switzerland (all in Dave Garroway's *Today* show on NBC-TV), and Boyle-Midway's participations in American Home Products' programs; American Machine & Foundry's three-telecast sponsorship of *Tomorrow*, public information specials on CBS-TV; and Andrew Jergens' participation in daytime network.

Spot tv users include Automobile Mfrs. Assn., American Cyanamid, Boyle-Midway, AMF, F. A. Folger, Jergens, with spot radio advertisers made up of American Cyanamid, Folger, Texaco and the AMA.

**Sullivan, Stauffer, Colwell & Bayles:** Combined tv-radio billing $32 million; $26.5 million in television ($20.3 million in network, $6.2 million in spot); $5.5 million in radio (all spot); tv-radio share of overall billing: 68%.

SSC&B gains most of its radio-tv billing strength through network tv activity. This season, for example, SSC&B clients are represented as follows: Lipton Tea (Jack Benny on CBS-TV, a special on NBC-TV and election night sponsorship on NBC-TV); Block Drug (*This Is Your Life* and *Riverboat* on NBC-TV and *Jack Paar Show* on that network);

# Weed

Serving Canadian
Broadcasters for 25 Years

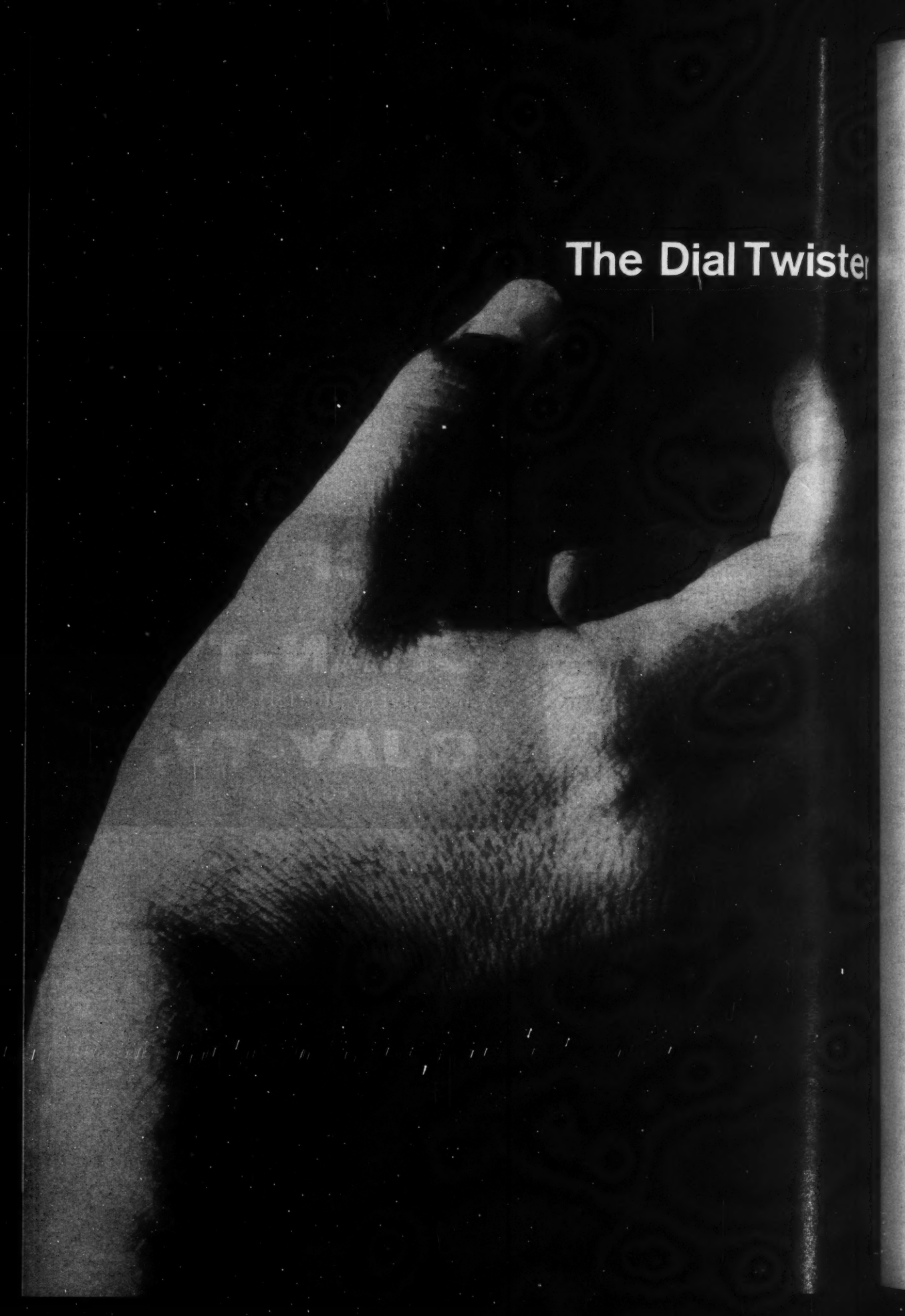
A recognized leader ... and still forging ahead ... Weed is pleased to announce representation of three of Canada's newest Major Market Television Stations ...

**CFCF-TV,**
MONTREAL, QUEBEC
**CHAN-TV,**
VANCOUVER, BRITISH COLUMBIA
**CJAY-TV,**
WINNIPEG, MANITOBA

Weed

representing Canada's Finest Stations

NEW YORK, CHICAGO, DETROIT, ST. LOUIS, BOSTON,
ATLANTA, NEW ORLEANS, HOUSTON, DALLAS, DENVER,
LOS ANGELES, SAN FRANCISCO, SEATTLE


The Dial Twister

# –TV's Most Dependable Computer

(or, how you've changed your viewing preferences over the last 8 years)

Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one *who* starts the count rolling.

Who?

You.

The Dial Twister.

You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there... where we now have 7 of the 10 most popular shows and are first 4 nights and tied for a fifth. **Not since 1957 has Net Y, and not since 1954 has Net Z, had so high a Share of Audience as ABC-TV has today.**

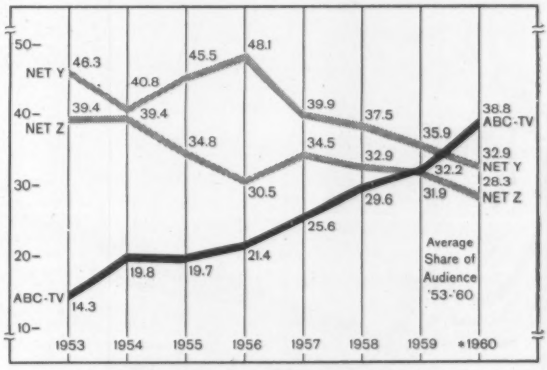
You (along with millions of other Dial Twisters) have made *ABC* the network most people watch most of the time.

That pleasing result came from your computing of certain facts fed into you. Take such bold new facts as *The Untouchables*, *77 Sunset Strip*, *The Real McCoys*, *The Flintstones*, *My 3 Sons*, *SurfSide 6*, *The Roaring 20's*. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you were in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC fed you such responsible Public Service documentaries as those in the Bell & Howell *Close-Up!* series and *Expedition*. Etc. We confidently expect many more dials to be twisted our way as you start (next week) computing the intense significance and inspiring excitement of the forthcoming 26-part series, *Winston Churchill: The Valiant Years*, (Music background by Richard Rodgers.)

When you were in a mood to compute Sports facts, we fed (and will continue to feed) you the most Sports hours of any network: NCAA Football, American League Football, Fight of the Week, All Star Golf.

And in Specials: Remember how quickly you computed such extra-special Specials as The Bing Crosby Show, Maurice Chevalier's Invitation to Paris, Elvis Presley's return to our Frank Sinatra shores, Debbie Reynolds' TV debut.




**Source: Nielsen 24 Market TV report week ending November 6, 1960, vs. multi-network area reports for similar periods previous years. 6:30-11 PM Sun., 7:30-11 PM Mon.-Sat.*

Sample Special coming up: *David the Outlaw*, two-part Biblical epic starring Jeff Chandler and Israel.

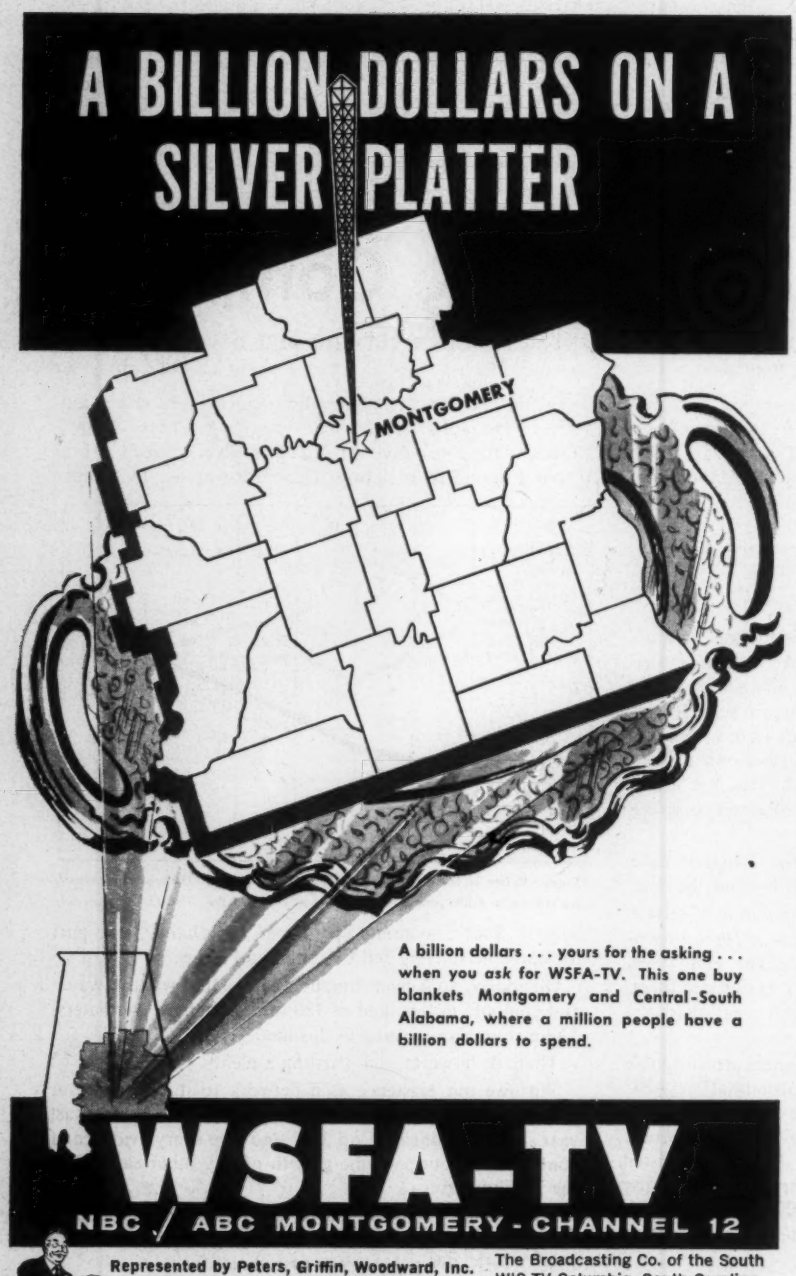
Obviously, no *human* computer can be told what to watch and compute in this land of 180 million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth in Client Acceptance to it. Against last year, ABC's billings are up 30% and give every evidence of continuing to out-pace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public... or whether you are a Dial Twister dialing in for Television's best . . . ABC-TV is now your first choice.

# ABC TELEVISION


A BILLION DOLLARS ON A SILVER PLATTER
MONTGOMERY
A billion dollars . . . yours for the asking . . . when you ask for WSFA-TV. This one buy blankets Montgomery and Central-South Alabama, where a million people have a billion dollars to spend.
WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
K/RLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.


Whitehall (*Sunday News Special, Have Gun Will Travel* and *To Tell The Truth,* and the alternate week of *Doug Edwards & The News,* all CBS-TV); Noxzema (in *Maverick, Adventures in Paradise* and the daytime *American Bandstand,* all ABC-TV); Carter (in news and in football on CBS-TV, in *Aquanauts* on CBS-TV and *Hawaiian Eye* and *Roaring Twenties* on ABC-TV. The agency is involved in *Have Gun Will Travel* also for Lever Bros., in *Wells Fargo* and *Thriller* on NBC-TV for American Tobacco (Pall Mall). In addition, Lipton and Whitehall are in daytime shows. The radio-tv spot, advertisers include Lever, Vick Chemical, Pall Mall, Noxzema, Lipton, Whitehall, Carter, Sterling Drug (Calorid), S & H Green Stamps and Duffy Mott among others.

**Campbell Ewald Co.:** Combined tv-radio billing $31.5 million; $26 million in television ($20.5 in network, $5.5 million in spot); $5.5 million in radio ($3.5 million in network, $2 million in spot); tv-radio share of overall billing: 30%.

CE jumped its broadcast business a bit, but radio-tv share was down, with little variance in network and spot figures from last year. Chevrolet continued with the *Dinah Shore Chevy Show* and bought *My Three Sons* and *Route 66* plus spot campaigns. Parent General Motors sponsored the Danny Kaye special, while GM's United Motor Service Div. underwrote *Stage Coach West* and *The Islanders.* Goebel Brewing Co., long active in sports (baseball, pro football) dropped out while GM's Delco-Remy Products was active in spot radio running as high as 30 markets. Firestone Tire and Rubber Co. continued with its *Eyewitness to History* series on CBS-TV.

**D'Arcy Adv.:** Combined tv-radio billing $26.5 million; $19.5 million in television ($8 million in network, $11.5 million in spot); $7 million in radio ($1 million in network, $6 million in spot); tv-radio share of overall billing: 37%.

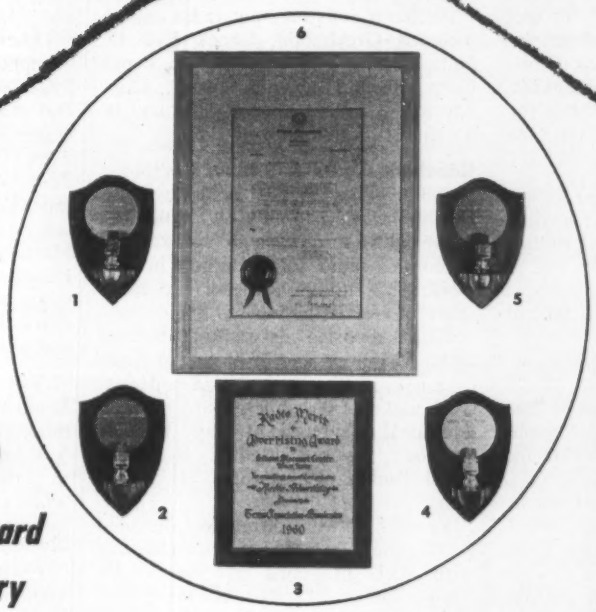
D'Arcy's rising in billing this year was attributed largely to expansion of activities by old-line clients such as Anheuser-Busch, Studebaker-Packard, Colgate (Halo), Gerber Baby Foods and Standard Oil (Indiana). New clients, such as Breast O' Chicken Tuna and Lufthansa Airlines helped swell the spot radio-tv business.

A striking buy was Anheuser-Busch's purchase of the syndicated half-hour program, *The Third Man,* on a market-to-market basis throughout the country, said to represent an investment of almost $2 million. Other heavy investors were Gerber baby foods with sponsorship of various daytime tv programs; Colgate and Studebaker-Packard, which invested in various nighttime filmed

# GRAND SLAM WINNER

*Plus!*

1. Best Local News Coverage
2. Best Community Discussion Program
3. State-wide Advertiser's Award
4. Best Local Announcements
5. Best Local Musical Spot Production
6. Special Merit Citation from Governor Price Daniel




## WACO (ABC)

## *wins every award in her category*

Yes, Radio Station WACO at Waco, Texas, won *all five* of the Awards offered to Broadcast outlets serving cities of more than 100,000 population by the Texas Association of Broadcasters. Then, to cap the climax, WACO was (for the fourth time!) awarded a Special Merit Citation from Texas' Governor Price Daniel.

### THE AWARD WINNING STATION

WACO is, traditionally, the Award Winning Station. Beginning in the thirties, WACO has been winning *meaningful* Awards, year after year. And now, the Grand Slam! In competition with all other Texas radio stations serving cities of more than 100,000. *That's really something!*

### BIGGEST AWARD OF ALL

The Biggest Award of all is the *Listener's Award!* This one comes from the People in WACO's area of coverage. By the hour, by the day, by night, year after year. It is reflected in every "rating" (check 'em) that measures audience share in the WACO area. And WACO is tops every time, all the time.

Listeners *love* WACO.

### LEE GLASGOW

**WACO CO-OWNER**

It is more than poetic that the name Glasgow rhymes with WACO. Lee Glasgow *is* WACO. He owns it. Lee came with the Station fresh out of college (TCU) in 1935 as a time salesman. Now he is the co-owner of WACO with Wendell Mayes. He also owns KAND-Corsicana and WTAW-Bryan-College Station. He has *watched* WACO grow. He has *made* it grow. He is one of those now rare individuals, a *working* owner. Comes to work early, stays late, works hard. Leads his people. *Drives* himself. Dedicated to broadcasting as a human service. Loves the City of Waco. Gives willing hands to every civic chore and challenge: industrially, culturally, financially. Glasgow has made WACO a First in every possible way: in Popularity, in Coverage, in the hearts and ears of the People. (WACO is even the First name in the phone book under "W".) Programming with Glasgow is a religion. He sleeps it, eats it, dreams it, plans it, and he makes it work. Not anything is left to chance on WACO. Glasgow surrounds himself with people who, likewise, share his dedication to perfection. Witness: Mary Holliday, one of Glasgow's beloved personalities, conducts a daily WACO featured program that has attained national recognition, and is now in its 25th year! Lee believes that People love People. That is the secret that unlocks the favor for WACO.

## WACO (ABC)'s BIGGEST YEAR *IN WACO'S HISTORY*

Award Winning at WACO goes hand in hand with business volume. This year, 1960, brings WACO its biggest volume of sales in its 38-year history. This means that WACO is right in the middle: People give it the audience; advertisers give it the business; everybody gives it Awards.

How about you? Got something to sell? Get on the Station (WACO) that gets to the people who buy. Make this your biggest year, too.

*CALL*

JOHN E. PERSON CO. New York, Chicago, Dallas

LEE GLASGOW (collect) PLaza 2-6571, Waco

## WACO (ABC)

WACO, TEXAS

RADIO 1000 watts • 1460 kc

serials and Standard Oil Co. (Indiana) which sponsored the professional football games on CBS-TV. These advertisers also invested substantially in spot radio and tv, and other spot clients included Bigelow Carpets, Lenox China and Royal Crown Cola. Studebaker-Packard, in an unusual buy, sponsored 15 55-minute jazz programs on CBS Radio last summer.

**Grey Adv.:** Combined tv-radio billing $26.2 million; $18.5 million in television ($13.2 million in network, $5.3 million in spot); $7.7 million in radio ($1.55 million in network, $6.15 million in spot); tv-radio share of overall billing: 51.4%.

The acquisition of four accounts active in radio-tv helped boost Grey's broadcast billing by more than $4 million over the 1959 level. The accounts are Ivory Shampoo, Downy, Revlon and Tintex.

A heavy network tv buyer, Grey invested on ABC-TV, CBS-TV and NBC-TV for various clients. Block Drug Co. was on NBC-TV in *This Is Your Life, River Boat* and *Dough Re Mi;* General Electric Photo Lamp Dept. on ABC-TV's *Leave It To Beaver;* Procter & Gamble (Lilt) on ABC-TV's *Wyatt Earp* and *Rifleman* and specials on various networks for Revlon.

Accounts active in spot radio and tv included Greyhound, Chock Full O' Nuts Coffee, Hudson Pulp & Paper Corp., Block Drug and Revlon. Grey boosted its billing in spot radio and tv by almost $3 million over 1959.

**Needham, Louis & Brorby:** Combined tv-radio billing $26.2 million; $22.6 million in television ($16.2 million in network, $6.4 million in spot); $3.6 million in radio ($0.2 million in network, $3.4 million in spot); tv-radio share of overall billing: 57.5%.

NL&B boosted its radio-tv billings about $7 million and its broadcast share over 6%, continuing heavy in both network and spot tv, while picking up such additional accounts as Mas Inc., Renault (radio-tv, which it originally had) and Rival Packing Co. (worth $1.25 million).

Leading network advertisers included S. C. Johnson & Son (wax products) with such programs as *The Garry Moore Show, The Red Skelton Show, Zane Grey Theatre, Johnny Ringo* and various daytime series (plus political convention and election coverage on NBC radio network) and Lever Bros. (various products) with several network credits. Kraft Foods Co., signing singer Perry Como to a new five-year pact, bought the *Kraft Music Hall, Happy* and *Tate.*

Other clients and their properties: Campbell Soup Co. with *The Donna Reed Show, Lassie* and *Thanksgiving Day Parade;* State Farm Insurance Co., *Game of Week* and *The Jack Benny Show;* Massey-Ferguson, *Jubilee* and *Today on the Farm,* and others. Active spot radio and/or tv clients were Johnson, Lever, Kraft, Campbell Soup, Morton Salt, State Farm, Household Finance, Oklahoma Oil (regional, with newscasts), Monsanto (plastic division), International Minerals & Chemical Corp., Mars, Rival and local accounts.

**Erwin Wasey, Ruthrauff & Ryan:** Combined tv-radio billing $25.5 million; $18.2 million in television ($12 million in network, $6.2 million in spot); $7.3 million in radio ($2.4 in network, $4.9 in spot), tv-radio share of overall billing: 37%.

EWR&R picked up more than $8 million in radio-tv billing in 1960, attributed by agency officials to expansion of activity in the broadcast media by

when football goes to th
replace this same
time slot with
Championship
Hurry, write, phone or

old-line clients and to new local business handled through EWR&R branch offices.

Carnation Milk was the pace-setter in network tv billing with sponsorship of segments of *Pete and Gladys, As the World Turns, Sugarfoot* and *The Untouchables.* Other network tv billing came from Dutch Master cigars with *Take A Good Look;* Van Camp with *House Party* and *Rawhide* and Staley Mfg. on various daytime programs.

Spot billing came from such clients as KLM Airlines, General Electric, Campana Sales, Carnation and Thermo-Fax Corp.

**Tatham-Laird Inc.:** Combined tv-radio billing $24.15 million; $22.15 million in television (12.1 million in network, $10.05 in spot); $2 million in radio ($0.4 million in network, $1.6 million in spot); tv-radio share of overall billing: 68%.

A gain of nearly $4 million in broadcast billings was registered by T-L for its fiscal year ending early in 1961. The agency was involved in the transfer of at least half a dozen account switches, picking up American Home Products' Aero Shave ($4 million), Coopers (about $750,000), Mennen Co. (old and new products worth nearly $1 million) and a new Bauer & Black product and losing E. J. Brach & Sons ($700,000), Campbell Soup Co.'s Swanson line (about $2 million), Toni Co.'s Prom permanent and White Rain shampoo (nearly $2 million), and Parker Pen Co. ($3 million, but not effective until March 1, 1961).

High on the network and spot tv list were Procter & Gamble (various products), Whitehall Pharmacal and Boyle Midway Div. of American Home Products, Formfit Co., Libby, McNeill & Libby, General Mills, Toni, Wander, Parker Pen, Paxton & Gallagher for Butter Nut coffee and the Campbell Swanson line. The P & G line included Mr. Clean and American Family products. With such major accounts involved, the list of network shows is virtually endless.

**Wade Adv. Inc.:** Combined tv-radio billing $20.8 million; $19.8 million in television ($13 million in network, $6.8 million in spot); $1 million in radio (all in spot); tv-radio share of overall billing: 80%.

The loss of the estimated $8 million Alberto-Culver hair dressing account to Compton didn't prove as serious to Wade as was anticipated, partly because of increased activity by Miles Labs and its other clients. While the agency reported overall billings of $28.1 million as of Sept. 30 (doubtless reflecting A-C's $8 million already billed), a closer estimate would be that Wade's overall billings will run about $25.1 million by year's end. This also would reflect a portion of the $3 million in accounts inherited in the merger with H. W. Kastor & Sons, Chicago, and the newly-acquired Toni Deep Magic business (about $1 million).

(Note: projected to year's end, Culver is expected to spend about $12-13 million in 1960, with Compton assuming the account last Sept. 1.)

Miles alone reportedly boosted its advertising $2-$3 million this year, running over $20 million now and putting the additional monies in broadcast media. Miles dropped *The Rifleman* and *Man From Blackhawk* for *Stage Coach West,* also adding *The Flintstones* and shifting from Wednesday to the *Saturday Night Fights,* all on ABC-TV. It bankrolled 11 daytime shows on NBC-TV, bought local participations on 147 kid shows in 100 markets for its Chock vitamin candy and was active in spot tv in 100 markets, plus participations on the *Jack Paar Show* for Alka-Seltzer. Before it left the Wade shop, Culver was highly active in tv, using several network properties and spot tv (BROAD-


BOWLing

Long before the bowl games start, the football season is over. NOW is the time to fill those football time slots with a show that even outrates football*—a show that's clobbering competition in market after market—a show that reaches a cross-section of America, reaches people with the means to buy!

*The brand new series for '60-'61 is ready with 26 fast-moving full-hour films, featuring the worlds' bowling greats.*

*Just a few sample ratings:
BUFFALO:
12:45 PM Saturday—(Nielsen)
Championship Bowling ..... 13.4
Football ..... 3.1
NASHVILLE:
2:45 PM Sunday—(Pulse)
Championship Bowling ..... 16.7
Football ..... 8.0
QUINCY-HANNIBAL:
12 Noon Sunday—(Nielsen)
Championship Bowling ..... 18.2
Football Kickoff ..... 7.2
ST. LOUIS:
5:15 PM Saturday—(ARB)
Championship Bowling ..... 19.1
Pro Football ..... 6.9

Walter Schwimmer INC.
75 East Wacker Drive · Chicago 1, Illinois
Phone: FRanklin 2-4392

# The big squeeze in tv advertising

## ANA CONCERNED OVER PROSPECTS OF INCREASED PRODUCTION COSTS

Television advertisers are starting to resist the mounting cost of producing their commercial messages.

The nation's most important advertiser group, Assn. of National Advertisers, showed deep concern over the problem last week at its national convention in Hot Springs, Va.

The interest of ANA members in rising costs poses a new threat to tv: Advertisers will be driven out of television into older media unless ways are found to level off spiraling expenses.

ANA's special target last week was the anticipated jump in costs involved in the current labor dispute involving the American Federation of Television & Radio Artists and the Screen Actors Guild (see page 85).

The subject was discussed at a Nov. 14 panel session by Philip H. Cohen, radio-tv director of Sullivan, Stauffer, Colwell & Bayles.

Mr. Cohen and many other advertiser-agency officials take the position that television circulation is now leveling off, bringing resistance to higher costs. In the past the willingness to adjust tv budgets upward as circulation increased tended to minimize the impact of higher expenditures.

Many ANA members indicated they no longer have escalator provisions in their budgets to absorb rising television costs. The usual alternatives are reduce the size of tv campaigns or shift to other media.

The only escape from these alternatives lies in production efficiency and any economies that can be effected.

**The Big Cost Squeeze** ■ "There is no one at this meeting who is not concerned at the rising costs in television," Mr. Cohen said. "Time costs have increased. Talent costs have increased. Wages to technicians have increased.

"Smaller advertisers are being squeezed out of television or dare not even think of entering it. Larger advertisers are wondering even more strongly if their advertising dollars cannot do more for them in other media.

"I suggest therefore that we cannot simply consider the cost of producing tv commercials as a separate item. We must think of the tv commercial as one of the costs in television. To be specific, a tv commercial that costs from $6,000 to $8,000 may often have a million dollars in time and entertainment placed against its exposure."

Mr. Cohen offered a series of proposals to effect economies in producing

## 1960'S BIGGEST BROADCAST AGENCIES continued

CASTING, Oct. 19, 1959; et seq.).

There also was increased activity at Wade from its other accounts, including Dot Records, Unexcelled Chemical Corp., Zurich-American Insurance, Mohawk Petroleum, Wait-Cahill Co. and Demet's candy.

In the merger with Kastor which should bring its billings to around $28 million, Wade is expected to inherit International Milling Co., Campana Sales, Fannie May candies and other accounts, about $3 million in all.

In a comparison with last year's billings, Wade radio-tv business and broadcast share are slightly off, with the agency recouping most of the loss occasioned by losing A-C the last four months of 1960. More will be recouped when Kastor's $3 mililon business takes effect after Jan. 1.

**Gardner Adv. Co.:** Combined tv-radio billing $19.786 million; $16.28 million in television ($8.12 million in network, $8.16 million in spot); $3.506 million in radio ($0.391 million in network, $3.1 million in spot); tv-radio share of overall billing: 46.47%.

Gardner increased its radio-tv business a whopping $5.5 million, reflecting stepped up activity in television (and to a lesser degree in radio), though its broadcast share dropped about 7%. It gained six accounts (Alitalia, American Zinc, Clark Bros. chewing gum, Diamond National Corp., General Electric (Receiving Tube Div.) and International Shoe, while dropping Remington Rand (portable typewriters, Univac) and Chas. Gulden Inc.

Pet Milk co-sponsored *The Red Skelton Show* again and had Keystone Broadcasting System's *Grand Ole Opry* on about 185 stations and CBS-TV's *Edge of Night*, plus Negro and Spanish radio and other participations in about seven southern markets. Ralston-Purina dog chow was on *Leave It to Beaver, Stage Coach West* and *Cheyenne* plus syndicated series. Anheuser-Busch was active with Busch Bavarian beer on St. Louis Cardinals games over a radio network and KMOX-TV locally, on network *Game of the Week*, and on pro basketball and wrestling programs. Other spot radio and/or tv users were Monsanto Chemical Co. (which dropped *Conquest*), Procter & Gamble Duncan Hines mixes (plus network daytime shows), Great Atlantic & Pacific Tea Co., Grove Labs and Southwestern Bell.

**Maxon Inc.:** Combined tv-radio billing $18.135 million; $15.035 million in television ($14.26 million in network, $0.775 million in spot); $3.1 million in radio ($310,000 in network, $2.79 million in spot); tv-radio share of overall billing: 58%.

Maxon's broadcast business rose little over $1 million (in the process tv spot dropped a bit), radio spot jumped considerably with no major account switches. Pittsburgh Plate Glass Co. dropped *The Garry Moore Show* after the 1959-60 season and picked up *Laramie* and *Michael Shayne*.

As usual Gillette Inc. was a prime mover with *Cavalcade of Sports* and the National Collegiate Athletic Assn. football schedule plus 52 weeks of disc jockey participations in about 125 markets. Gillette in Canada bought *Perry Mason* and *National Velvet* on the CBC.

Other active clients were Heinz Co. (participations in network daytime shows), General Electric (*College Bowl Quiz*), Pfeiffer Brewing Co. (three syndicated series) and its Jacob Schmidt Div. (five syndicated shows plus pro football), D.W.G. Cigar Corp. (syndication shows), Clark candy (participations in kid programs), Chas. Hires (spot tv) and others.

**Ogilvy, Benson & Mather Inc.:** Combined tv-radio billing $17.2 million; $16 million in television ($8.5 million in network, $7.5 million in spot); $1.2 million in radio ($0.3 million in network, $0.9 million in spot); tv-radio share of overall billing: 58.5%.

Tv spot placements continued to build this year, led by activity of Lever Bros. (Good Luck, Dove, Lucky Whip Vim), General Foods' Maxwell House coffee, Bristol-Myers (Ban, Count 4), Pepperidge Farms and Helena Rubenstein. Schweppes stuck to its seasonal pattern in spot tv. The agency shared billings on several tv network shows apiece for Bristol-Myers, General Foods and on the CBS-TV *Armstrong Circle Theatre*. Berkshire hose bought tv network participations, a special and spot tv. Tetley Tea has been and still is a radio stalwart. Standard Oil of New Jersey for the first six months of 1960 underwrote *The Play of the Week* on WNTA-TV New York and on an abbreviated schedule on WTOP-TV Washington, D. C., for a spectacular

tv commercials. First, he said, adequate time must be provided for client and agency groups "to think, discuss, plan, noodle, audition performers, talk to film producers (and have producers talk back to them), research their commercials in rough form and do all of the other homework that should be done before the day of shooting. When all of these things are done with sufficient respect for time, tv commercials are generally done well and at a reasonable cost."

Last-minute decisions, he added, lead to rising costs. He said the agency must have an accurate and complete picture of the client's needs and policies. Otherwise re-shooting and increased costs will be encountered.

"When there is sufficient time," he said, "most of the experimenting and making of mistakes can take place before we go to the studio and begin paying the inevitable $1,200 to $1,500 a day minimum—and that's what it costs to open the doors of a reputable film producer's studio."

**Plan and Test** ▪ SSC&B has closed circuit and 16 mm audition facilities, he said, to test ways of filming, handling the product and showing commercials in rough form before the final shooting date. It also uses, when time allows, "living story boards based on extended drawings and sound track at a cost of about $300."

An ANA survey cited by Mr. Cohen showed six member companies use a cost-plus basis on commercials, 33 require firm bids and two work on an estimate plus contingency basis. Since firm bids are the rule, he said, the selection of a producer who will spend the client's funds wisely in producing good tv commercials is important. He stressed the importance of the planning sessions involving client, agency and producer.

Mr. Cohen said "the actor or salesman who carries or helps carry the sales message is at the very heart of the tv commercial." He continued, "I do not propose that we cut actors when they are necessary in the telling of our advertising story but with costs as those I have outlined and increased costs that we face on Nov. 15, we must make sure that every performer is necessary to the commercial."

He reminded that simplicity is still the first rule of a good commercial. He submitted these rules of thumb for commercials:

"1. Allow time for planning and executing commercials. The rule of thumb is 7-8 weeks for film, 9-10 weeks for animation.

"2. Be sure that all of the people who must finally approve what is done live, on film or on tape have their say at the story board and production meeting level, not at the rough-cut stage or after the film is completed.

"3. Know the various film producers and their capabilities and limitations in depth.

"4. make sure that every actor and every set is important to the commercial. Ask of every commercial: 'Is this one as simple as it should and can be?'

"5. In short, make sure that the people who do your tv commercials go to the film, live or tape studio with all of their homework done."

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two-market expenditure. Standard Oil corporate billings now have been replaced by product advertising for Shell Oil Co., which appointed the Ogilvy agency effective in December, bringing into the house an advertiser that has been a substantial tv spot customer. Another significant addition in 1960 was Bristol-Myers' new antacid, Count 4. Lever's Vim laundry detergent made a late summer debut with spot tv. Vick cold tablets left the agency early in the year.

**Campbell-Mithun:** Combined tv-radio billing $17 million; $12.5 million in television ($6.5 million in network; $6 million in spot); $4.5 million in radio (all in spot); tv-radio share of overall billing: 44%.

C-M moved up $1 million, striking a more even balance between network and spot tv and picking up the Wilson meat and sporting goods accounts (an aggregate of $2.3 million) and Pacific Gamble Robinson Co. ($300,000), plus L. P. Gas, North American Life & Casualty and others.

Among active clients were Theo. Hamm Brewing Co. (with Green Bay Packers and other CBS-TV pro football, NBC and CBS *Game of the Week* and Baltimore Orioles baseball); American Dairy Assn. (Dave Garroway *Today* show); Pillsbury Mills (CBS-TV daytimers and NBC-TV daytime and nighttime properties); Gold Seal Co. (*Wonderland on Ice*); Malt-O-Meal Co. (Shirley Temple series); Top Value Stamps (Ringling Bros. Circus).

Spot advertisers included Hamm's, Gold Seal, Malt-O-Meal, Ballard Flour, Kroger Co., Top Value Stamps, Northwest Orient Airlines and Scudder Food Products.

**Doherty, Clifford, Steers & Shenfield:** Combined tv-radio billing $16.8 million; $14.8 million in television ($11.9 million in network, $2.9 million in spot); $2 million in radio ($0.5 million in network, $1.5 million in spot); tv-radio share of overall billing: 60%.

During 1960, DCS&S raised its broadcast billing by $2.3 million over 1959, resulting largely from the acquisition of five new accounts—Chunky Chocolate Corp., Jackson Brewing Co., Narragansett Brewing Co., George Wiedemann Brewing Co. and the Better Vision Institute Inc. DCS&S has a host of accounts that bought participations in network tv, led by Bristol-Myers Co. and including Standard-Triumph Motor Co., Northam Warren Corp., Eastman Chemical Products Inc., Better Vision Institute and Chunky Chocolate. Accounts that billed in network radio were Grove Labs. and Bristol-Myers. Spot business came from accounts already mentioned, plus Borden Foods Co., C. F. Mueller Co., Chemway Corp., Shulton Inc. and John Paton Inc. (honey).

**Norman, Craig & Kummel:** Combined tv-radio billing $16.7 million; $15.2 million in television ($7.3 million in network $7.9 million in spot); $1.5 million in radio (all spot); tv-radio share of overall billing: 47%.

Increased television activity by various clients boosted NC&K's billing by $2.1 million over 1959, and client investment in radio also rose slightly. Accounts that were active in network television included Speidel, Willys Motors, Colgate-Palmolive, Dow Chemical and Chesebrough-Pond's. Heavy spot tv advertisers included Colgate, Chanel, Chesebrough-Pond's, Dow, Hertz Rent-A-Car and Ruppert Brewery, which NC&K lost during the year but the loss of billing will not be reflected until 1961. Spot radio advertisers included Chesebrough-Pond's, Hertz and Chanel.

**Parkson Adv.:** Combined tv-radio billing $14.8 million; $14.5 million in television ($14 million in network; $500,000 in spot); $300,000 in radio (all spot); tv-radio share of overall billing: 82%.

Parkson's client is J. B. Williams Co. (formerly Pharmaceuticals Inc.) which has switched its emphasis in network television from prime time periods to a flock of daytime shows in which it participates. It still is in two network programs this season—as a participant in *Adventures in Paradise* and as an alternate in *Lawrence Welk*—on ABC-TV. Its daytime shows include *House Party, Morning Court, Video Village* on CBS-TV; *Queen for a Day, Who Do You Trust?, Beat the Clock, About Faces,* and *Day in Court,* all ABC-TV. J. B. Williams sponsors a few syndicated shows in specific markets. Because of the change in buying, Parkson's billing is down nearly $2 million this year.

**Grant Adv. Inc.:** Combined tv-radio billing (domestic) $14.7 million; $12 million in television ($3.9 million in network, $8.1 million in spot); $2.7 mil-

BALANCED PROGRAM-MING

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

## 1960'S BIGGEST BROADCAST AGENCIES continued

lion in radio ($0.4 million in network, $2.3 million in spot); tv-radio share of overall billing: 25%.

Reflecting a state of flux or transition year, Grant maintained its radio-tv billings (though not its share, down 8%) in a shuffle of accounts and mergers with other agencies. Overall, Grant claims to have offset the loss of the $17 million Dodge domestic account, the $2 million Electric Auto-Lite business and other accounts with about $16-17 million in new billings. Gained during the year were Universal Coffeematic (Landers, Frary & Clark), Penick & Ford (various products), Fiat automobiles and Monarch Wine Co.'s Manischewitz wine. It also lost Jos. Schlitz's Old Milwaukee beer to Gordon Best ($1.5 million and Chrysler's Dodge and DeSoto Canadian business (about $2.5 million).

Active airwise in the Grant shop were Dodge (with *The Lawrence Welk Show* and a sizable spot radio schedule for its Dart), Breast O'Chicken tuna (inherited in the merger with Robinson, Fenwick & Haynes but later lost to D'Arcy), Electric Auto-Lite (with participations on the Dave Garroway *Today* show but now gone to BBDO), Fiat (co-sponsored the heavyweight boxing fight on ABC Radio June 2), Comet Rice (spot radio, Nicholas of America (farm shows), Penick & Ford (chocolate and syrup products in spot), Swanson Cookie Co. (used Don McNeill and Dennis Day on ABC Radio), Dr. Pepper (Eydie Gorme on ABC Radio, plus heavy spot-radio-tv), Warren Petroleum Co. and KVP Sutherland Co.

Other spot radio and/or tv users: Dip 'n' Sip Inc., Pacific Airlines, Alaska Airlines, Packard-Bell, Doric Co., Cain Products, Salte Sea Clam Chowder, Long Island Railroad, Washington Dairy State Products Commission, Loma Linda, Jiffy Products, Narragansett Racing, Guerlain, Excell Labs. and Blue Cross of Washington State.

**Fuller & Smith & Ross Inc.:** Combined radio and tv billing $13.7 million; $11.1 million in television ($10 million in network, $1.1 million in spot); $2.6 million in radio ($1.4 million in network, $1.2 million in spot); tv-radio share of overall billing: 28%.

FSR's total broadcast billing has risen $2.7 million since last year. The agency entered spot radio ($1.2 million; last year no billing) for 11 accounts, including Volkswagen Dealers, Peak anti-freeze, Hercules Powder Co., Pennziol and Raytheon Co., among others. The agency used network television with *Alcoa Presents* on ABC-TV; Libbey-Owens-Ford, *NCAA Football* and *Bourbon Street Beat* on ABC-TV; Williamson-Dickie, *PGA Golf Championships* on CBS-TV, and *Jubilee, U. S. A.* on ABC-TV. Sterling Silver Guild participates in various daytime network tv shows. Coats & Clark uses network radio with Arthur Godfrey on CBS, while Alcoa participates on NBC radio's Monitor. Hercules Powder Co., Alcoa, Williamson-Dickie, and Volkswagon are some of FSR's spot tv accounts.

**Doyle Dane Bernbach:** Combined tv-radio billing $13.4 million; $12.5 million in television ($8.5 million in network, $4 million in spot); $0.9 million in radio ($0.1 million in network, $0.8 million in spot); tv-radio share of overall billing: 32%.

Paced by the tv activity of Polaroid and Philip Morris, DDB upped its air billing by almost $4 million in 1960 over 1959, reflecting largely the agency's growing investment in tv.

Polaroid was represented on NBC-TV's *Jack Paar Show* and the *Today* program and on CBS-TV's *Person to Person* and the *Garry Moore Show*. Philip Morris was advertised on *Doug Edwards and the News, Dobie Gillis, Laramie, Trouble Shooters, Rawhide* and *Loretta Young*.

DDB's spot billing resulted from business on behalf of Dreyfus & Co., Salada Shirriff Horsey, Thom McAn Shoes, National Federation of Coffee Growers of Columbia, Philip Morris, American Export Lines, West End Brewing, Puritron Corp. and others.

**Keyes, Madden & Jones:** Combined tv-radio billing $12 million; $10.5 million in television ($4.5 million in network, $6 million in spot); $1.5 million in radio ($0.25 million in network, $1.25 million in spot); tv-radio share of overall billing: 50%.

KM&J increased its broadcast billing over $2 million with Brown & Williamson ( for Raleigh cigarettes, Sir Walter Raleigh tobacco) accounting again for a major portion. Overall business increased to about $24 million. The agency gained the Earle Airways account (about $350,000) but its increased activity came largely from present clients.

The agency was active for Raleigh

I FEEL
THIS IS AN ADVANCEMENT IN CHILDREN'S TV VIEWING
THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!
SEE PAGE 53

# *The Giant's* "P.Q."

## (PRESTIGE QUOTIENT)

"The Giant of Southern Skies"

### *in GREENVILLE, SPARTANBURG and ASHEVILLE*

The third "Great Debate" from 7:30 to 8:30 P.M. on October 13, 1960 was one of those rare occasions when all three stations serving Greenville, Spartanburg and Asheville carried the same program at the same time. WFBC-TV commissioned Western Union to measure the Giant's P. Q. by making a coincidental telephone survey in all three metro areas during the hour-long debate between Kennedy and Nixon. The ratings below were computed in the conventional manner from data supplied by Western Union on a total of 569 telephone calls.

### *HERE ARE THE RESULTS OF THE SPECIAL SURVEY!*

| Station | Greenville Metro Rating | Spartanburg Metro Rating | Asheville Metro Rating | G-S-A Combination Ratings | G-S-A Combination Share of Audience |
|---|---|---|---|---|---|
| **WFBC-TV** | **48** | **30** | **27** | **37.4** | **56%** |
| Sta. "B" | 7 | 5 | 33 | 13.1 | 20% |
| Sta. "C" | 12 | 26 | 0 | 13.0 | 20% |
| Others | 0 | 8 | 3 | 3.2 | 4% |

**For Complete Details** on this survey, and for rates and availabilities, contact the Station or our National Representatives.

*Represented Nationally by AVERY-KNODEL, INC.*

NBC
CHANNEL 4
**WFBC-TV**
GREENVILLE, S. C.

on five network daytime shows, plus *Bourbon Street Beat, Checkmate, The Texan, Stage Coach West* and *Naked City* and such syndicated properties as *Tombstone Territory* plus other spot buys. (The daytimers ran out in late August). For Sir Walter Raleigh it moved with the ABC-TV fights from Wednesday to Saturday and bought *Make That Spare, Dan Raven, The Outlaws* and others.

Other staples included Florists Telegraph Delivery Assn. (radio and tv), National Presto Industries, Revere Camera Co. (tv test schedules plus commitments on MBS this December for the Christmas rush), Congoleum Nairn, Dr. West's push button toothpaste and H. H. Hixson & Co. for its Fireside Egg coffee (in selected test tv markets including the East Coast and Midwest).

**Guild, Bascom & Bonfigli:** Combined tv-radio billing $11.8 million; $10.2 million in television ($7 million in network, $3.2 million in spot); $1.6 million in radio (all spot); tv-radio share of overall billing: 78%.

GB&B picked up $1.6 million in broadcast billing during the year, paced by the Ralston Purina account which bought into *High Road, Expedition* and *Leave It to Beaver.* Other network tv advertisers were Carling beer with several Phil Silvers specials and the *Jim Backus Show,* and Skippy peanut butter with *Riverboat* and *Dennis the Menace.* Active spot advertisers under the GB&B banner included Skippy peanut butter, Carling, Ralston Purina, Mother's Cake & Cookies, Tidy House Products, Mary Ellen's Distributors (jams and jellies) and the Democratic National Committee, for which spot and some network business was placed.

**W. B. Doner:** Combined tv-radio billing $11.5 million; $7 million in television ($4.5 million in network, $2.5 million in spot); $4.5 million in radio ($0.5 million in network, $4 million in spot); tv-radio share of overall billing: 58%.

Doner's billing dipped slightly from the $11.7 figure achieved in 1959, off about $100,000 in both radio and tv. Timex continued to be the large source of broadcast business with specials placed on NBC-TV and ABC-TV. The agency investment in spot business was substantial, with National Brewing and Speedway Petroleum highly active in regional campaigns. Spot billing also was built up for campaigns on behalf of such clients as Hygrade Foods, the *Detroit News,* Wilkins Coffee, San Giorgio Foods and Wilkins Coffee.

**D. P. Brother & Co.:** Combined tv-radio billing $11.15 million; $8.5 million in television ($8 million in network, $0.5 million in spot); $2.65 million in radio ($2 million in network, $0.65 million in spot); tv-radio share of overall billing: 30%.

Brother's billings rose about $1.7 million thanks largely to Oldsmobile activity (two Bing Crosby specials plus the Singers golf tournament along with half of *Michael Shayne* and *Hawaiian Eye,* and the Lowell Thomas strip on CBS Radio. AC Spark Plug Div. was active with *Naked City, Cheyenne* and a stepped up spot radio budget. General Motors Guardian maintenance program was responsible for a spot campaign too.

**Geyer, Morey, Madden & Ballard Inc.:** Combined tv-radio billing $10 million; $5.5 million in television ($2.8 million in network, $2.7 million in spot); $4.5 million in radio ($2 million in network, $2.5 million in spot); tv-radio share of overall billing: 35%.

The year 1960 has been one of steady growth for Geyer. At least 12 new accounts were acquired, besides the advertising business of The Caples Co., which merges with GMM & B soon (BROADCASTING, Nov. 7). Among the major new accounts are B. I. Babbitt Inc. (household products, Charles Antell Div., Andrue Labs Div.); Lehn & Fink Products Corp. (Etiquet, Lysol, Medi-Quik); Irish International Airlines; Muzak Corp.; several Rambler dealer groups; Shannon Free Airport, and Programmatic radio network service. American Motors (Rambler cars) is heaviest tv-radio user at agency, having weekend news shows on NBC Radio's *Monitor* and heavy weekend tv spot schedules. Although no major network programs are sponsored by GMM & B clients, a number of them participate regularly in daytime network tv shows. Kelvinator Div. (clothes washers) of American Motors is a consistent spot tv user.

**MacManus, John & Adams:** Combined tv-radio billing $9.7 million; $6.9 million in television ($5.9 million in network, $1 million in spot); $2.8 million in radio ($1.5 million in network, $1.3 million in spot); tv-radio share of overall billing 20%.

MacManus, John & Adams' $3.3 million rise in broadcast billing over 1959 is broken down into a $3 million gain in network tv, a drop of $500,000 in spot av, a $900,000 increase in network radio and a $100,000 decrease in radio spot.

Pontiac and Cadillac divisions of General Motors and Dow Chemical Co. (Dowgard automotive lubricant, Saran Wrap) are the agency's major network and spot advertisers. The introduction nationally of Dowgard this year is the single biggest reason for the agency's billing boost in network tv. Dow sponsors NBC-TV's *Dow Hour of Great Mysteries* and participates in other network shows. Pontiac bought a total of seven-long tv specials this year, including two Victor Borge programs, and also is alternate-week sponsor of *Surfside Six* on ABC-TV. Cadillac sponsors ABC Radio's John Daly news program.

**Donahue & Coe:** Combined radio-tv billing $9.6 million; $7.6 million in television ($4.2 million in network, $3.4 million in spot); $2 million in radio ($300,000 in network, $1.7 million in spot); tv-radio share of overall billing: 28%.

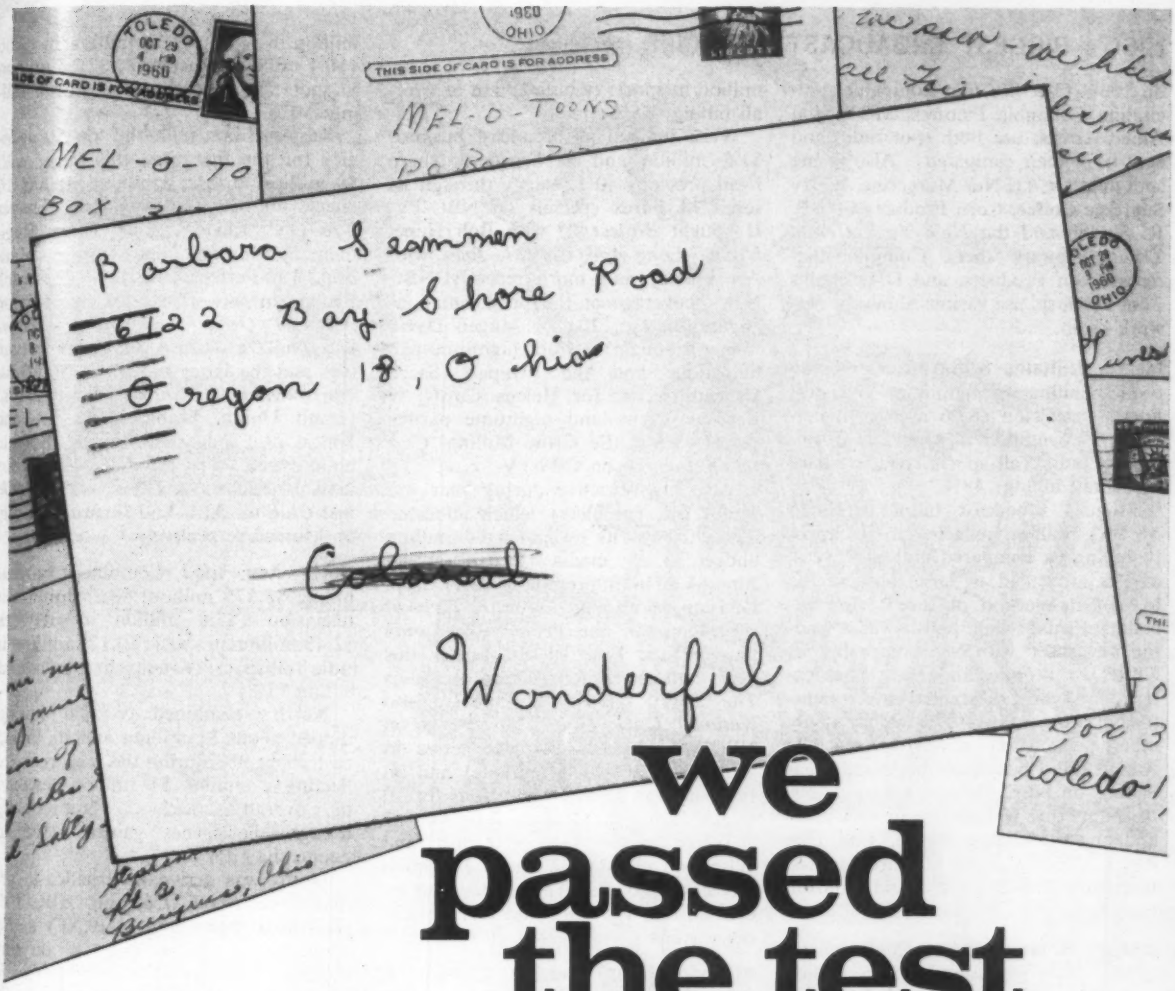
D & C's broadcast billing rose $2.1 million over last year, despite the fact that the medium's share of the agency's total billing went down 2%. Bosco, prodlct of Best Foods Div., Corn Products Co. sponsors *Dennis the Menace* on NBC-TV, while E. R. Squibb Labs uses that network with *People Are Funny.* Burlington Hosiery participated on *Lawrence Welk, Bourbon Street Beat, Roaring Twenties* and *Adventure in Paradise* on ABC-TV; *Person to Person* on CBS-TV, and *Dave Garroway's Today Show* on NBC-TV. Scripto, new participation entry, has used *Hong Kong* and *Walt Disney Presents* on ABC-TV; *Person to Person* on CBS-TV and *Today*

## ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Nov. 10-16 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Thur., Nov. 10 | **Untouchables** (9:30 p.m.) | ABC-TV | 30.0 |
| Fri., Nov. 11 | **77 Sunset Strip** (9 p.m.) | ABC-TV | 26.2 |
| Sat., Nov. 12 | **Gunsmoke** (10 p.m.) | CBS-TV | 27.3 |
| Sun., Nov. 13 | **What's My Line** (10:30 p.m.) | CBS-TV | 26.6 |
| Mon., Nov. 14 | **Danny Thomas** (9 p.m.) | CBS-TV | 22.9 |
| Tue., Nov. 15 | **Thriller** (9 p.m.) | NBC-TV | 20.9 |
| Wed., Nov. 16 | **Wagon Train** (7:30 p.m.) | NBC-TV | 27.2 |

Copyright 1960 American Research Bureau




# we passed the test in toledo!

The people of Toledo proved what we've been saying all along... Mel-O-Toons are enthusiastically welcomed by parents and teachers... as well as children up to 14 and 15. We'll show you the mail to back it up.

Here's what happened: Two of these new cartoons were shown in a fifteen-minute on-the-air audition over WSPD-TV. Viewers were asked to send in their opinions, with no prizes or incentives of any kind. In less than a week, over 400 replies arrived. All except five individuals were wildly enthusiastic. School principals said, "Excellent!" Parents said, "The kind of children's program we've been waiting for." Children said, "All of us loved them." One mother asked us "in the name of the next generation" please to keep up the standards set by Mel-O-Toons.

These delightful cartoons, based on the most popular children's records, can win the same response from your community. Integrated into one of your children's shows, they'll give your programming longer life, and the strong local support that's so vital today.

Call or write for full details.

MEL-O-'TOONS FROM U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

| | |
|---|---|
| NEW YORK | 247 Park Avenue, MU 7-7800 |
| CHICAGO | 75 E. Wacker Dr., DE 2-2030 |
| DALLAS | 1511 Bryan St., RI 7-8553 |
| LOS ANGELES | 400 S. Beverly Drive, CR 6-5886 |

on NBC-TV. Six film companies, including Columbia Pictures, MGM and Allied Artists, use both spot radio and spot tv in their campaigns. Also in the spot field are Tri-Nut Margerine, Bailey Supreme Coffee, Corn Products Co., E. R. Squibb and the *New York Herald Tribune*, among others. Columbia Pictures, Corn Products, and Dr. Scholl's Foot Products use various shows in network radio.

**Mogul, Williams & Saylor:** Combined tv-radio billing $9.4 million; $7.2 million in television ($2.6 million in network, $4.6 million in spot); $2.2 million in radio (all spot); tv-radio share of overall billing: 48%.

Mogul's broadcast billing declined by $0.2 million, reflected in its lower tv billing as compared with last year, and is attributed in large part to the loss of its portion of the Revlon account. Esquire shoe polish was a leading advertiser with its sponsorship of CBS-TV's *Witness* and *Face The Nation* and with substantial investments in spot radio and tv. The agency's only other network tv advertiser was the Adam Hat Co., which bought participations on NBC-TV's *Jack Paar Show*. Accounts that were active in spot radio and/or tv included Rayco, Lite Diet bread, National Shoes, Howard Clothes, Bonomo's Turkish Taffy, and Ronzoni macaroni.

**Edward H. Weiss & Co.:** Combined tv-radio billing $9 million; $8.15 million in television ($7.2 million in network, $0.95 million in spot); $0.85 million in radio ($0.75 million in network, $0.10 million in spot); tv-radio share of overall billing: 55%.

Weiss jumped its broadcast business $1.5 million and its broadcast share from previous 40%, partly through its series of Purex specials on NBC-TV. It bought *Project 20* with Bob Hope, *Not So Long Ago, Call Me Back* with Art Carney and more recently NBC News' coverage of the presidential inauguration Jan. 20; for Mogen David Wine, it bought network nighttime participations and the two-part Sacco Vanzetti series; for Helene Curtis, tv daytime shows and nighttime participations for Little Crow Milling, *Captain Kangaroo* on CBS-TV.

Also highly active during year was Midas Inc. (mufflers) which allocated 85%-90% of its estimated $5 million budget to air media (BROADCASTING, June 6). The International Parts Corp. Division sponsored *Laramie, Law of the Plainsman* and *People Are Funny* plus a Jack Paar special earlier this year, and later such special events as *The Derby Review* on CBS-TV and *National Open Golf Tournament* on NBC-TV. Midas also was active in spot tv (in about 35 markets) and on NBC Radio's *News on the Hour* for 10 weeks during the summer months.

Weiss gained Orange Crush and Wishbone dressing, Thomas J. Lipton Division accounts. The agency also increased its New York and Los Angeles office staffs.

**Kastor Hilton Chesley Clifford & Atherton Inc:** Combined radio-tv billing $9 million; $6.66 million in television ($1.66 million in network, $5 million in spot); $2.34 million in radio ($0.1 million in network; $2.24 million in spot); tv-radio share of overall billing: 50%.

Kastor Hilton joins the top 50 agencies for the first time this year, with $9 million broadcast billing. It has 10 clients in spot tv, including Thayer Lab Div., Revlon; Snow Crop; Regimen; Smith Bros., and Tintair. Man-Tan, Tan-Perfect, and Drug Research Co. are in network tv: the first two on ABC-TV (*John Daly and the News* and *The Dick Clark Show*, respectively), and the latter on NBC-TV (*Dave Garroway Today Show*). Smith Bros., Grand Union, Seabrook Farms, and Soilax use spot radio, while Sofskin hand cream and Carter's Colonaid buy network radio (*Don McNeill's Breakfast Club* on ABC and *Gabriel Heatter* on Mutual, respectively.)

**North Adv. Inc.:** Combined tv-radio billing $8.375 million; $8.25 million in television ($5.8 million in network, $2.45 million in spot); $0.125 million in radio (all spot); tv-radio share of overall billing 55%.

North's combined tv-radio billings dipped about $1 million and its broadcast about 8% during the past year, reflecting a similar $1 million decrease in overall business. Numerically, though, the agency gained more accounts than it lost.

North was active in broadcast, primarily for Toni Co., on ABC-TV's *American Bandstand*, NBC-TV's *Loretta Young Show* and its daytime theatre counterpart, *The Groucho Show, Price Is Right, Here's Hollywood* and others, and for Lanvin on CBS-TV's *Person to Person* and NBC-

## Cost-plus-profit fee to replace agency commission?

The historic 15% fee that has governed advertising agency payments for nearly a half-century is due for some changes. An open break in the 15% commission system developed last week at the Assn. of National Advertisers convention in Hot Springs, Va.

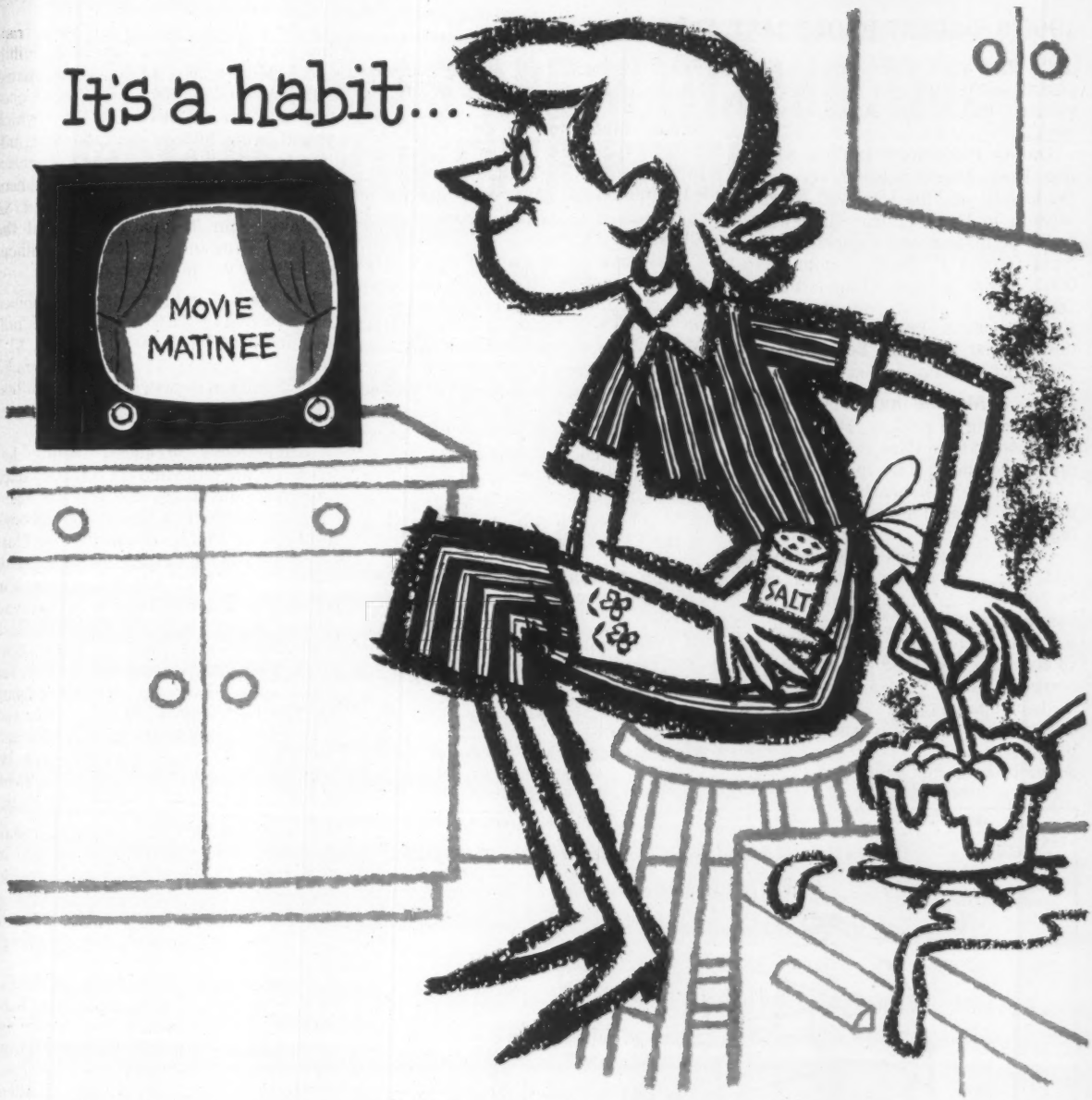
In place of the traditional commission, Ogilvy, Benson & Mather will service the $11 million Shell Oil Co. account on a flat fee based on the agency's actual costs plus a 25% profit.

David Ogilvy, agency president, said his firm is ready to adopt the system for all its 20-odd accounts. He called the new formula "a giant step forward" in agency-client relations. Cyril Martineau, Shell advertising manager, said the Ogilvy firm had been selected from a group of four agencies, three of which had expressed willingness to work on a cost-plus basis.

"We had come to regard the older commission system as downright unethical," Mr. Martineau said. "It was like paying a doctor 15% on the cost of drugs he prescribes or the hospital bills he makes you run up. We think it unfair and unrealistic to expect any agency to be absolutely impartial when their vested interest lies wholly in the direction of increasing the client's commissionable advertising." He added that total responsibility for Shell advertising will be placed with the agency. "Why keep a dog and bark yourself?" he asked. The oil company has cut its costs several hundred thousand dollars under the plan, he added.

Mr. Ogilvy said he had no fear of an agency price war, feeling competitive pricing would strengthen good agencies and put the poor ones out of business.

A formula for agency participation in production and commissions where a tv show is handled by more than one agency was described by Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son. He said the company gives the agency of record an extra 15% of the 15% commission earned from both time and talent. At present it has five shows divided among Needham, Louis & Brorby, Benton & Bowles and Foote, Cone & Belding.




# watching KMJ-TV in FRESNO
(California)

Fresno women love daytime movies on TV . . . especially MOVIE MATINEE on KMJ-TV Monday through Friday.

This is Fresno's highest rated weekday movie *(ARB, August 1960)* so naturally it's a most profitable spot for advertisers selling to women.

With winter weather coming on, MOVIE MATINEE audiences will no doubt be bigger than ever these indoor afternoons. Tell them the good news about your product or service where watching is a habit – on KMJ-TV!

THE KATZ AGENCY — NATIONAL REPRESENTATIVE

## 1960'S BIGGEST BROADCAST AGENCIES continued

TV's *The Jack Paar Show*. North placed substantial spot buys for Toni, Gillette, Lanvin and American Brewing Co.

During 1960 North lost the $1 million Deep Magic cleanser account to Wade Adv. and the $500,000 Jewel tea account to Earle Ludgin but inherited Bobbi permanent and Pamper shampoo from Clinton E. Frank (about $750,000). Other additions: Lanvin Parfums (originally in North shop), Webcor Inc., American Brewing, Mayfair Industries and James B. Beam Distilling Co. Lost was Jayson-Excello Co.

**Cohen & Aleshire Inc.:** Combined radio-tv billing $8 million; $4.4 million in television ($1.3 million in network, $3.1 million in spot); $3.6 million in radio ($1 million in network, $2.6 million in spot); tv-radio share of overall billing: 55%.

Cohen & Aleshire's broadcast billing total has gone down from last year's by $0.7 million. However, three clients continue to use all broadcast media regularly. Kiwi shoe polish which has sponsored *Today* and *The Jack Paar Show* on NBC-TV, also uses spot radio in its campaigns. Grove Labs uses *Today*, as well as spot tv and radio and network radio. Cott Beverages has been active in both spot radio and tv, while Flotill Products, the agency's newest broadcast account, employs spot tv.

**Reach, McClinton & Co.:** Combined tv-radio billing $8 million; $7.2 million in television ($4 million in network; $3.2 million in spot); $0.8 million in radio (all spot); tv-radio share of overall billing: 33.3%.

Broadcast billing stars at Reach, McClinton are The Prudential Insurance Co. of America (*Twentieth Century* on CBS-TV), Breck products (Hair Mist Set participates in *Family Classics* on CBS-TV) and two advertisers, Martini & Rossi and International Latex and Isodine which are heavy in spot television. Radio spot activity also draws from these clients. RM at the first of the year became agency of record on Breck's *Sunday Showcase* series of specials (one per month in the latter half of the 1959-60 season).

**Clinton E. Frank Inc.:** Combined tv-radio billing $7.6 million; $7.1 million in television ($5.2 million in network, $1.9 million in spot); $476,668 in radio ($57,120 in network, $419,548 in spot); tv-radio share of overall billing: 47.38%.

The fast-growing Frank agency, which started with a handful of billings six years ago, moves into the nation's top 50 radio-tv agencies this year, reaping overall billings of about $16 million. Most recent plum: the estimated $3.5 million Continental Oil Co. (Conoco) account effective Dec. 1 (which would bring billings close to $20 million for early 1961). Among other acquisitions: Toni Co.'s Prom permanent and White Rain shampoo (about $2 million, from Tatham-Laird) and the Kemper Insurance Group ($1 million, from John W. Shaw Adv.).

**Lawrence C. Gumbinner Inc.:** Combined radio-tv billing $7.5 million; $6.5 million in tv ($5 million in network, $1.5 million in spot); $1 million in radio ($0.25 million in network, $0.75 million in spot); broadcast share of total agency billing: 40%.

Gumbinner's broadcast billing has gone up an estimated $3 million since last year and enters the top 50 agencies list for the first time. The agency's network tv billing is mostly for Dual Filter Tareyton cigarettes (*Bachelor Father*, NBC-TV) and Block Drug Co. (*Road to Reality*, *Day in Court* and *Queen for a Day*, all ABC-TV; *Jack Paar Show* and *This Is Your Life*, NBC-TV). American Tobacco Co., for Dual Filter Tareyton, Roi-Tan cigars and Herbert Tareyton, buys spot tv and spot radio. Block Drug, Bourjois and Whitehall Products also use spot tv, while Q-Tips, Chapstick and Block Drug, among others, use spot radio.

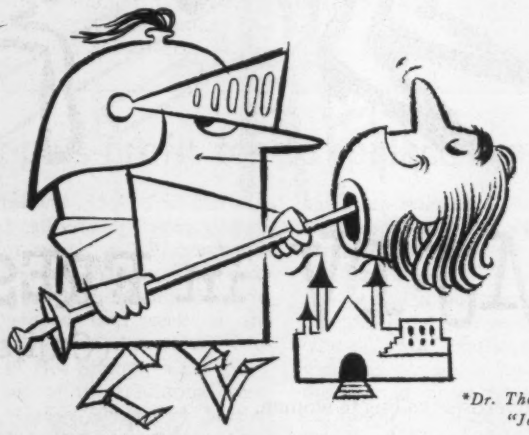
**Hicks & Greist Inc.:** Combined radio-tv billing $7.2 million; $6.5 million in television ($1.8 million in network, $4.7 million in spot); $0.7 million in radio ($90,000 in network, $610,000 in spot); tv-radio share of overall billing: 66%.

Hicks & Greist is a new entry to the top 50 agencies compilation. The Sandura Co., for Sandran floor covering, used CBS-TV for the Summer Olympics, and NBC-TV for the *Jack Paar Show* and the election returns. Fedders Co., agency's lone network radio client, sponsors *Monitor* on NBC. H & G has 10 clients in spot tv, including V. La Rosa & Sons; Stahlmeyer Meats, for Ferris ham; Dixie Cup Div., American Can Co.; Taylor-Reed Corp.; Sandura Co., and Milton Bradley Teaching Aids. La Rosa, Dixon pencils, Q-T Frostings, and Walter Johnson candies use spot radio.

**Warwick & Legler:** Combined tv-radio billing $6.9 million; $4.8 million in tv ($1.3 million in network, $3.5 million in spot); $2.1 million in radio ($0.1 million in network, $2 million in spot); tv-radio share of overall billing: 30%.

The loss of the Bromo-Seltzer account and Revlon's decision to use tv specials less frequently were the principal factors in a reduction of about $2 million in broadcast billing at Warwick & Legler this year.


*See the conquering hero comes! Sound the trumpets, beat the drums!**



**Dr. Thomas Morell "Joshua"*

If all the KROC-TV viewers were to join the parade over 80% of the homes would be vacant.

EFFECTIVE BUYING INCOME: $566,859,000

**KROC-TV** CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell
G. David Gentling, gen'l. mgr.
N B C

# MORE VIEWERS ARE WATCHING THIS PICTURE THAN EVER BEFORE...

CHANNEL 7

## THE SEASON IS EARLY AND ALREADY THESE ARE SOME OF YOUR NO. 1 CHOICES:

THE UNTOUCHABLES

THE NAKED CITY

THE DONNA REED SHOW

MY 3 SONS

THE FLINTSTONES

77 SUNSET STRIP

THE LAW AND MR. JONES

NCAA FOOTBALL

WALT DISNEY PRESENTS

PETER GUNN

Shown each week on Channel 7, these programs consistently top their competition. (According to Nielsen, these 10 shows were rated No. 1 in their time periods at least twice during the four weeks ending November 6, 1960.)

Channel 7's average prime nighttime audience has increased 16% in the past year.* In the same year, competitor network stations have been losing audiences: Station X shows a 5% decline; Station Y a 4% decline.

*Monday-Saturday, 7:30-11 PM, Sunday, 6:30-11 PM

## WATCH THESE AND THEY'LL SOON BE YOUR NO. 1 SHOWS:

STAGECOACH WEST, Tuesday, 9 PM

HONG KONG, Wednesday, 7:30 PM

THE ROARING 20's, Saturday 7:30 PM

# WABC-TV CHANNEL 7

Flagship Station ABC Television Network

## THE MOST ENJOYABLE SIGHT IN TOWN

# A TELEVISION SALES DOCUMENTARY

## Pittsburgh Plate Glass tells ANA meet about the success it had through sponsorship of CBS-TV's 'Garry Moore Show'

The power of television to sell consumer goods was dramatically documented last week before the Assn. of National Advertisers, meeting Nov. 14-16 in Hot Springs, Va.

A basic case history showing television's power to impel purchasing was provided by Pittsburgh Plate Glass Co. It was centered around the results obtained by PPG from the *Garry Moore Show* on CBS-TV during the 1958-59 season.

Similarly three other national sponsors told members of the professional advertiser association how they were using tv successfully. The three were Westinghouse Electric Corp., whose successful commercials during coverage of the national conventions brought traceable results; Climalene Co., using spot tv, and Purex Corp., using network tv. (See Westinghouse, Climalene and Purex Corp. resume page 60.)

Narrating the Pittsburgh Plate Glass success story to ANA were M. J. Batenburg, PPG director of information services, and L. E. Purvis, president and board chairman of the Gallup & Robinson market research firm.

Their subject was "PPG Puts the Calipers on Its Advertising Program." Addressing the nation's organized advertising executives, they summarized the tv programs impact this way:

"We were able to document that the *Garry Moore Show* was delivering a large and representative audience of the kind of people we wanted to reach.

"We were registering selling ideas with the audience about our products.

"We were cultivating a more favorable attitude among our viewing audience and contributing to their information about our products and our company.

"We were creating a receptivity to our products and, more tangibly, we obtained evidence of intentions or plans to buy one or more of our products."

Those results are desirable and pleasing to a sponsor. But how about actual sales?

With the millions of viewers reached by our show we were registering our commercial messages and transmitting information to viewers who were actually moved to purchase our products through the stimulus that Garry Moore had given them."

As the PPG story unfolded, Mr. Purvis presented specific research findings showing how the tv series had influenced plans to buy PPG products and then had taken them into stores to spend the money.

The documentary evidence was developed from one of the most extensive studies ever made by a single sponsor into the results obtained from a major advertising campaign. This evidence was based on the PPG sponsorship of Garry Moore starting in the fall of 1958.

"Our main concern was to find out if television was really an effective advertising medium for PPG," Mr. Batenburg explained. And the company was concerned about the steadily increasing size of its advertising budget from year to year. This accounted for the decision to seek better yardsticks as guides in spending advertising money effectively.

**How PPG Knows** ▪ Put bluntly by Mr. Batenburg, the PPG advertising problem was: "How do we know we are right?"

PPG has a special marketing aspect. It's name doesn't describe many of its products—paint (in first three nationwide), fiber glass, flat glass (plate and window), mirrors and heavy industrial chemicals.

"Thus our problem is to make our name and the corporate symbol PPG more meaningful to millions of Americans," Mr. Batenburg said.

So PPG decided to put its $3.5 million tv budget with the CBS-TV *Garry Moore Show*, getting 54 one-minute commercials over a 38-week period. It also got a summer replacement for the money but the summer programs aren't involved in the PPG research project.

A formula was adopted for the spread of corporate objectives during the series: One-third of commercials (18), corporate objectives; two-thirds to straight-sell product commercials (36) featuring consumer glass and paint products.

Mr. Batenburg said PPG decided first, to utilize Gallup & Robinson in developing effective commercials; second, to obtain benchmarks on public attitude toward the company and its products, and third, to determine how the advertising was influencing consumer sales.

To find out how the series of one-minute commercials was influencing the public, G&R adopted this procedure: Interviewers located viewers of "last night's program (proof of viewership required); checked recall of products advertised and sponsor on an unaided basis; asked for description of commercials to prove recall; playback of corporate or product messages; playback of attitudes.

**Tv Impact** ▪ An impact test of a PPG commercial for mirrors (Oct. 7, 1958) showed 22% of men and 22% of women remembered the commercial.

This 22% figure was 9 percentage points above the normal 13% message registration (or a 70% increase above normal).

Here's the way the sales message registered (base—remember commer-

The men closest to the tv sales success of Pittsburgh Plate Glass Co. disclosed the story at ANA meeting. L to r: M. J. Batenburg, PPG information-services director, and L. E. Purvis, board chairman, Gallup & Robinson.

| WBZ-TV BOSTON (NBC AFFILIATE) | WJZ-TV BALTIMORE (ABC AFFILIATE) | KDKA-TV PITTSBURGH (CBS AFFILIATE) | KYW-TV CLEVELAND (NBC AFFILIATE) | KPIX SAN FRANCISCO (CBS AFFILIATE) |
|---|---|---|---|---|

# WHAT HAPPENED TO ALL 5 OF THESE STATIONS ON ELECTION NIGHT WAS NOT A

# COINCIDENCE

**Three different network affiliations...yet each of the WBC TV stations ran "ahead of its ticket" on election night. Each drew a greater share of audience than the average of other local stations on that network that evening.**

This is not coincidence. No more than it can be called a coincidence that more local advertisers use WBC TV stations than any other TV stations in their markets.

Now, what about ratings? The WBC TV stations are leaders in their markets. All five are first or virtually tied for first place in share of audience. Again, despite the fact that one station is ABC, two are CBS, two NBC.*

What makes so many people tune to the five WBC TV stations? We believe the answer lies in the important identification that our stations have with community problems, and in their attempts to serve the community and the personal needs of viewers. For example, over 400 times in the last few years, WBC stations have editorialized on local issues, alerting their audiences to the need for action and infusing them with the desire to find solutions. Even more significant, these editorials have run in time periods when there are peak viewing audiences.

Also, recognizing the obvious need and desire for information, WBC stations have programmed special national and international news coverage of world happenings, supplementing the services received from the networks. The intention: to give WBC audiences a locally-oriented point of view, and as complete news coverage as possible.

These facts have earned for the WBC stations the top awards for significant and outstanding programming in the public service.

So it isn't COINCIDENCE. Audiences, advertisers, ratings, community services, awards. These are the stimuli that prompt viewers and advertisers to turn to the WBC television stations.

WBC *Westinghouse Broadcasting Company, Inc.*

WBZ-TV, Boston, WJZ-TV, Baltimore, KDKA-TV, Pittsburgh, KYW-TV, Cleveland, KPIX, San Francisco. Represented by Television Advertising Representatives, Inc.

*Current ARB Reports. And if you're wondering about the stations that are "virtually tied," one is 1/10 of 1% below its competitor, while the other is 9/10 of 1%. You might call this difference an area of statistical tolerance.*

# ANA hears three more tv success stories

Three national sponsors who like television's power to move consumer buying told their success stories to the Assn. of National Advertisers convention at Hot Springs, Va.

The three were Westinghouse Electric Corp., Climalene Co. and Purex.

Westinghouse had a measurement of results obtained by sponsoring the 1960 political convention telecasts on CBS-TV, according to Russell H. Colley, management consultant.

The specific objective, he said, was to persuade 400,000 homemakers to visit 10,000 dealers in four weeks—an average of 40 prospects who would physically cross the threshold of each dealer's showroom.

Mr. Colley described the results this way: The two convention telecasts drew a combined audience of 84 million people. Approximately 18%, or 15 million people, could play back (remember) the commercial messages. Nearly half a million took immediate action by walking into a Westinghouse dealer and purchasing the special offer. A special ice cube tray was offered as an inducement to visit the showroom.

**Results** ▪ "Did they buy appliances?" Mr. Colley asked. "Yes, carloads of them. Of course, advertising was only one factor in the consummation of the sale. But we do have this further intelligence: 44% of the people who bought a Westinghouse refrigerator gave advertising as the major factor in choice of brand," he told the ANA.

Climalene Co. found the answer to a sales plateau in spot tv according to Robert H. Marriott, vice president of sales and advertising.

In the fall of 1958, he said, the detergent was promoted in Indianapolis with a schedule of 14 weekly spot announcements.

"What happened?" Mr. Marriott asked rhetorically. "For 60 days nothing important. Then, in December, normally our poorest sales month, the pot began to simmer. By early spring it was boiling. Santa's Christmas gift to us in 1959 was a 33% sales increase in a 45-year-old market.

"We're currently in eight major markets with sustained tv programming. No other medium has been used. There have been no gimmicks —no coupons, cents-off sales or co-op.

"Not all markets have matched the Indianapolis performance," but:

**Other Markets** ▪ "In Chicago, where strong spot programming opened the door to distribution of the large package, nine-month volume has increased 100%.

"In Cleveland, a 50-year-old market, volume is up 40%.

"In Philadelphia, where last spring sales declined to the point where loss of distribution was a distinct threat, major chains have shifted from warehouse pickups to truckload quantities. Some accounts that threatened to discontinue the product are now seriously considering a second size.

Mr. Marriott summed it up:

"Each 1960 business quarter has exceeded the previous one in sales volume, and September business set a new high for any single month since the World War II era . . . another application of how the rifle of regional concentration may well out-perform the shotgun of national spread in hitting the sales target.

"We like the pattern—not only for what it has done and is doing for our business, but because we believe it will give us a sharper picture of where we are going in 1961 and what it will cost to get there."

**Honest Ads** ▪ Purex Corp., maker of household supplies, spends most of its ad budget in network television and is getting good results, according to Leslie C. Bruce Jr., advertising director.

He told how Purex adopted its own honest-advertising code. "Our commercials have been shown by Gallup-Robinson tv impact studies to be on the whole extremely effective in successfully communicating product ideas with resultant recall of principal copy points."

Mr. Bruce said the "end result" of the strict copy standards "certainly transcended any presupposed confinement." He said Purex can adequately verify product claims and the advertising is kept in good taste.

cial, men and women):

| | | |
|---|---|---|
| Full length/door mirror | | 64% |
| Refer to quality of image | | 42 |
| Clear image | 34% | |
| True color | 10 | |
| "High Fidelity" | | 30 |
| Made of better/best quality glass | | 22 |
| Mirrors important to women | | 11 |
| Good looking/beautiful | | 6 |
| Easy to install | | 6 |
| Twin-double ground | | 5 |
| Refer to booklet offer | | 5 |

"This is high performance," Mr. Batenburg said in commenting on the fact that 22% remembered the commercials. The 13% norm is based on tests of thousands of commercials. Results similar to the mirror test were obtained during the program season for three other mirror commercials, three Twindow, two auto glass, two miscellaneous glass, four interior paint, two exterior paint and 12 corporate commercials.

Research principles from the Gallup & Robinson library of commercial tests were used in company-agency-research seminars in preparing PPG's first commercials and then in preparing messages used as the series moved through the 1958-59 season.

How about trade mark identification? Mr. Batenburg said a national survey conducted among 1,800 adults in the spring of 1959 showed viewers could more readily identify the PPG trademark than non-viewers. Here are the results: Correctly identify PPG trademark—non-viewers 12%; light viewers 34%; moderate viewers 45%; regular viewers 56%.

A linkage was shown between viewership and the degree of familiarity people had with PPG and their attitude toward the company:

▪ Know a "fair amount" about PPG or "know very well" — non-viewers 32%; light viewers 44%; moderate viewers 53%; regular viewers 60%.

▪ "Very" or "mostly" favorable toward PPG—non-viewers 71%; light viewers 75%; moderate viewers 85%; regular viewers 84%.

"PPG made real gains in increased awareness and interest in PPG" and in "knowledge of PPG products," Mr. Batenburg said (see tables below).

Awareness & interest in PPG

| | Non-viewers | Regular viewers | Points gained |
|---|---|---|---|
| Have talked with others about PPG | 8% | 15% | + 7 |
| Have recommended a PPG product to someone else within last year | 7% | 17% | +10 |
| Have read stories or news items about PPG | 15% | 26% | +11 |
| Aware of seeing PPG advertising | 50% | 90% | +40 |

Knowledge of PPG products

| | Non-viewers | Regular viewers | Points gained |
|---|---|---|---|
| Name mirrors as a product made by PPG | 21% | 44% | +23 |
| Name paint as a product made by PPG | 18% | 37% | +19 |
| Give accurate product description of Twindow | 15% | 35% | +20 |
| Identify PPG as manufacturer of Twindow | 6% | 24% | +18 |
| Identify PPG as manufacturer of High Fidelity mirrors | 9% | 23% | +14 |

It was found in a time study of

# WAPI Makes The Headlines

## Newspapers, ETV, Campbell Lauded In Audit Report

Birmingham newspapers, ETV, and Dave Campbell's "The People Speak" radio program received plaudits from the Birmingham Metropolitan Audit in its latest report.

In its preliminary report on "Communications Among the Birmingham People," the Audit pointed at the "dangers as well as the blessings" of the communications field.

The report called Dave Campbell's "The People Speak" program "a healthy justification for public service in modern-day radio programming."

Through Campbell's program, WAPI renders a unique service to the process of free communications in the area by programming large blocks of evening time to staff conversations with telephone callers. Discussions of the issues of the day, questions and answers, problems, clarification of issues are both entertaining and educational.

**Communications**

Summarizing the entire communications picture, the Audit said Birmingham "fortunate in several —in others it is better, nor w other Ameri The Bi Herald ar News we for "serv dantly w criteria a force "Th ham's of all te e

Further, the Audit report stated that civic pride extended to the newspapers, and that to find a group harmony with t that torial ach

**The Birmingham Metropolitan Audit says "a healthy justification for public service." 20 local sponsors on a year round basis say "Dave Campbell's *People Speak* sells merchandise for us."**

# WAPI

**50,000 WATTS* BIRMINGHAM, ALABAMA** *5,000 Nights

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

purchasers influenced by commercials for PPG mirrors that 15% bought the same day they got the idea; 31% got the idea to buy up to a month before they actually bought; 25% got the idea one to six months before they bought; 29% got the idea to buy more than six months before they bought.

Effect of tv on plans to buy PPG products was based on a national probability sample of 4,000 households, Mr. Batenburg said.

"Projecting from the national probability sample of 4,000 households, we found approximately 2.8 million households were planning to buy a mirror," Mr. Batenburg said. Of the 5.6% of U.S. households, 6% of viewers had plans to buy a mirror (any mirror) within the next few months compared to 5.1% of non-viewers. Taking the 0.9% difference, he said 460,000 U.S. households are represented. As to plans to buy a PPG mirror, he found 0.4% of non-viewers and 1.5% of program viewers planned to buy within the next months.

"Where we show viewers versus non-viewers," he said, "each group represents about half of the adult population of the United States. In other words, PPG reached about half of the adult population with its show. Those who said they planned to buy a mirror were asked where they got the idea. A number projecting to 238,000 attributed their plans to having seen mirrors advertised on television.

"Almost a third (32%) of households planned to buy paint within the next few months. Of these 16 million households, 37% of viewers planned to buy paint (any paint) in the next few months compared to 28% of non-viewers."

Mr. Batenburg said 1.7% (850,000) of U.S. households planned to buy PPG's Pittsburgh paint (1.3% of non-viewers, 2.3% of viewers), a difference he described as "statistically significant." A substantial number, 500,000, referred specifically to PPG commercials.

Over 113,000 sales of mirrors were attributed specifically to tv in another checkup based on six minutes of commercial time, he said. In the case of paint, almost one-fourth of those who bought Pittsburgh Paint in the survey period gave credit to advertising, about half citing tv and the rest crediting other media.

# ANA ISSUES CALL TO ARMS

## Adopts plans to combat industry's critics with an information project and self regulation plan

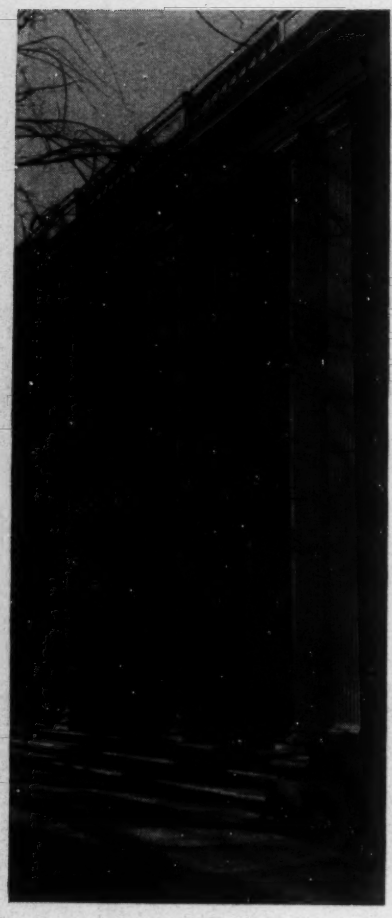
The nation's major advertisers are convinced they must take drastic action to protect both the $11 billion advertising industry and the free enterprise system. Last week, at the annual Assn. of National Advertisers convention in Hot Springs, Va., they took first steps to campaign on behalf of (1) their profession and (2) the capitalistic economy.

ANA's specific moves were these:

- Its top officials called for a major information project to document the basic facts about advertising and its place in the national scheme. The startling lack of such information was emphasized.
- The association took a frank, revealing look at the way advertising is being attacked by politicians, government regulators and people who make a business of shooting at advertising's image.
- A new self-regulation project designed to keep advertising claims honest and inoffensive was put in motion as ANA formally joined the long-established copy-review project operated by the American Assn. of advertising Agencies.
- Max Banzhof, Armstrong Cork Co., head of the ANA's Public & Government Relations Committee, sparked the opening of an ANA offensive against the anti-advertising movements and called for employment of advertising skills and techniques to meet these attacks and to show the public how advertising has led the modern growth of the American economy.

Two guest speakers took part in the self-cleansing discussion and urged advertisers to fight affirmatively on behalf of their profession.

Oveta Culp Hobby, president of the *Houston Post* (KPRC-AM-TV), suggested ANA set up an advisory committee of impartial businessmen, professional leaders and advertising statesmen to help in the self-regulatory function. She reminded that the nation did not need a censorship law in World War II

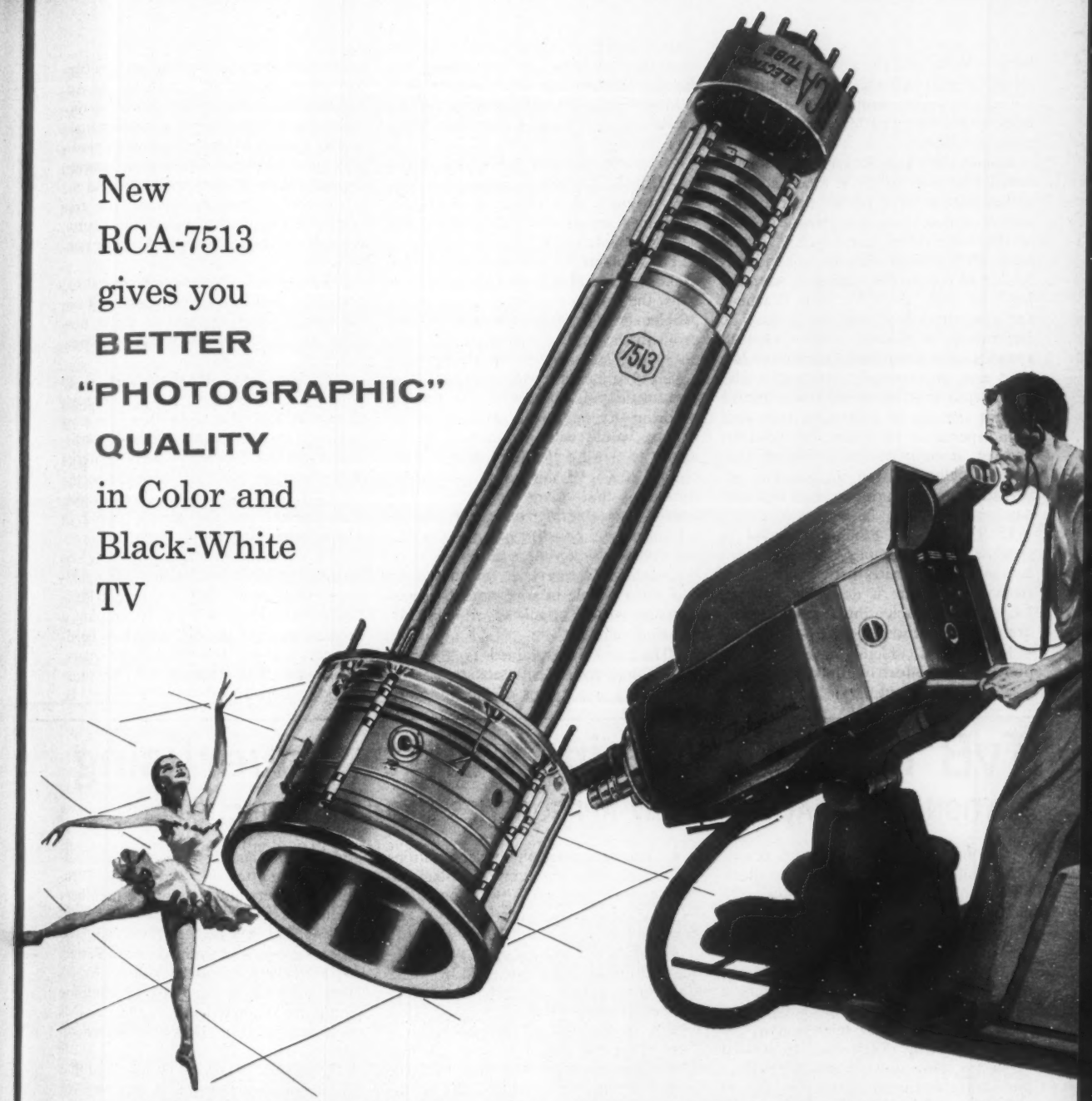
GATEWAY TO
THE HEART
OF SOUTH CAROLINA:

The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-Television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television
COLUMBIA • SOUTH CAROLINA NBC/ABC
a station of
THE BROADCASTING COMPANY
OF THE SOUTH
WIS-Television,
Channel 10, Columbia, S.C.
WIS Radio,
560, Columbia, S.C.
WSFA-TV,
Channel 12, Montgomery, Ala.
BCS

MY BROTHER WENT
NUTS
ABOUT IT!!
THIS IS WHAT THEY SAID ABOUT
MEL-O-TOONS IN TOLEDO!
SEE PAGE 53

New
RCA-7513
gives you
**BETTER**
**"PHOTOGRAPHIC"**
**QUALITY**
in Color and
Black-White
TV




Registration is achieved more easily. Dark corners in the picture area are reduced. Glaring "halo effects" are eliminated. The signal current has good purity and low noise. These are some of the important advantages you can obtain with the new RCA-7513—the remarkable Image Orthicon that offers better "photographic" quality.

RCA-7513 precision construction includes accurate coaxial alignment of all sections of the tube and accurate interelectrode spacings. As a result, the three images produced within a three-image-orthicon type color camera can be practically identical in geometry. However, to take full advantage of the 7513's precision capabilities, the color camera should employ deflecting yokes and focusing coils having precision construction and precision axial alignment with respect to each 7513.

A major design feature of the 7513...field mesh... assures that the scanning beam will strike the target perpendicularly at all points. This means improved corner resolution as well as reduced halo and edge effects. Moreover, the field-mesh defocuses the return beam, eliminating dynode spots from the picture.

Discover for yourself the new possibilities in color and black-white quality opened up by RCA-7513. Get in touch with your local RCA Distributor of broadcast tubes today for full details...or write RCA Commercial Engineering, Section K-13-0, Harrison, N. J.

RCA

because radio and the press made themselves a part of the government by voluntarily safeguarding national defense (see account of Mrs. Hobby's suggestions below).

**Good Advice** ▪ Roger M. Blough, board chairman of U. S. Steel, advised advertisers to face up to their critics and avoid defeatism, accepting graciously the intermittent carping by gloomsters. "Those who seem to make a profession of constantly sniping at advertising," he said, show by their "carping for cash that they, too, are a part of our enterprise system. Their monetary rewards stem from their enterprise. Behind and beyond this criticism is the basic truth that advertising is a useful tool in the art of selling—a tool that is indispensable to those who produce and to those who buy. Never was strong, well-motivated imaginative advertising more important than it is today."

U. S. Steel, Mr. Blough reminded, is sponsoring a "Watching America Grow" campaign. He said there already are signs the program is doing its primary job of communicating more of the dramatic facts about the nation's growth.

Mr. Blough added, "How better to undertake an effort of that kind by enlisting the excellent services of the advertising fraternity and by asking for the aid, comfort and vitally needed help of many other companies who feel as we do about America's economic blessings."

Mr. Banzhaf noted AAAA has hired the Hill & Knowlton public relations firm to guide its program to build advertising's image but said ANA "has been strangely silent."

**The Problem** ▪ He observed "the lack of knowledge about advertising is perhaps the most significant clue to its problem." The four elements in the problem, he said, are advertising's public image, suffering from irresponsible novelists, amateur economists and "opportunistic politicians who, by turning Madison Avenue from a street to an epithet, would willingly destroy an industry to win an election"; public complaints to Washington; educators' preaching that advertising is an economic waste, and government officials serving "their constituents, their political philosophy or themselves."

Criticism is merely a means to an end when people in government, educators and writers attack advertising, Mr. Banzhaf said.

"The end," he explained, is "the control of business. They seek to control advertising as a means of shackling private enterprise and placing greater control in the hands of government. Advertising is under attack because it represents a skirmish which must be fought in the battle of big government versus private enterprise—the battle between the advocates of state socialism and the advocates of free enterprise, the free market economy and individual liberty. It's a battle to seize control of the public's purse.

"What these advocates of centralized authority seek is to wrest control from the people and dictate to them how their money shall be spent and how much they shall pay."

The job, Mr. Banzhaf said, is to gather the facts about the effectiveness of advertising, the types that are most effective and the contribution advertising makes to society. This material must be assembled and brought to the attention of government, educators, management and the general public in a continuing program.

"This is a never-ending project," he warned. ANA's first step, under guidance of the Public & Government Relations Committee, will be to employ a "person of real ability" at ANA headquarters and pay him a top-flight salary.

**Fraught With Danger** ▪ "The situation is dangerous," said Edward G.

# TvB meet: A seminar on tv advertising

## STATION EDITORIALS AND NEW APPROACHES HIGHLIGHT DISCUSSIONS

A soberly upbeat report on television's ability to move goods for retailers, based on a year-long "laboratory experiment," was submitted Thursday (Nov. 17) to some 200 tv executives at the sixth annual membership meeting of TvB.

Dwight Shirey, president of Patterson Fletcher, Fort Wayne specialty store, said a year of testing television in cooperation with TvB had produced "good, sound, down-to-earth results," plus valuable information on how to use the medium to best advantage.

Mr. Shirey spoke Thursday afternoon at the opening session of the two-day annual meeting, held at the Waldorf-Astoria in New York. Other highlights:

▪ A report on the dollars-and-cents value of station editorializing was presented by Terry H. Lee, vice president and managing director of Storer Broadcasting's WAGA-TV Atlanta, who also spelled out the ground rules set up by WAGA-TV to govern its own editorial operation.

▪ The need for new ideas, new techniques and new approaches to make television commercials even more effective was pointed up by Harry Wayne McMahan, television advertising consultant.

▪ Closer cooperation between stations and agencies to overcome problems in billing was proposed by Thomas A. Wright, media vice president of Leo Burnett Co.

▪ Ways to get the most out of tv commercial dollars were discussed by Theodore Grunewald, executive vice president of Hicks & Greist.

▪ A major new TvB presentation, "The Progress of Discontent," a big-screen treatment of the idea that the public dissatisfaction that leads to the development of new products and services can best be stimulated by advertising, was unveiled at a special breakfast meeting attended by some 2,000 agency and advertiser executives, TvB members and other guests.

▪ Television's importance as an advertising instrument was pointed up by Leslie B. Worthington, president of U.S. Steel, in an address on "myopia" in the national economy.

The two-day meeting also included reports by Otto Brandt of KING-TV Seattle, TvB chairman of the board; Norman E. Cash, president; Payson Hall, Meredith Publishing Co., treasurer and Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla., secretary. It was preceded by sessions of the board of directors on Tuesday and the sales advisory committee on Wednesday. Election of officers and new board members wound up the session Friday afternoon.

**Tests Pay Off** ▪ Mr. Shirey, whose report on tv's effectiveness in the Patterson Fletcher test was backed up by reports that the store plans to continue television unabated after the trial is over, led off the Thursday afternoon session.

He said the year-long test showed that television advertising can pay off for stores, but must be used consistently, not in little bursts. There are both tangible benefits and "staff and prestige benefits," he reported.

He suggested, however, that lower local rates may be needed to enable many stores to include television in their advertising budgets.

The Patterson Fletcher experiments used saturation spots, mostly minutes, with some ID's and a Tuesday-night news show (the station was WANE-TV Indianapolis). Mr. Shirey pronounced the test successful in a number of ways: (1) specific promotions of hats, ties, coats, suits and other items (2) improved store promotional planning; (3) enthusiastic response by staff; (4) prestige and long-range, accumula-

Gerbic, Heublein Inc., co-chairman of the ANA-AAAA Committee for Improved Advertising Content. "There's too much criticism by the public, government officials, legislators, professional malcontents and frustrated copy writers," he added.

Robert E. Allen, Fuller & Smith & Ross, AAAA co-chairman of the joint group, said the addition of ANA support to the AAAA's 14-year-old review of objectionable advertising will greatly strengthen the self-regulatory project.

AAAA has reviewed two types of copy—misrepresentation of fact, which is covered by law, and offense to public taste, a matter of opinion. "Governments are never very successful in legislating matters of taste," he said, with the ANA-AAAA interchange now dealing essentially with this type of copy rather than validity of claims. The validity field is within the scope of Better Business Bureaus and governmental bodies.

The joint committee is headquartered at 420 Lexington Ave., New York, 17. Complaints will be reviewed individually by the 10 ANA and 10 AAAA committeemen. Their decisions and comments are sent to the advertiser and agency involved. If a majority of the committee regards the advertising as "seriously objectionable," the advertiser and agency will be asked to take corrective action. If they fail to respond within 30 days, the ANA and AAAA boards will be notified. The process is confidential, being based on voluntary self-regulation. A considerable number of improvements in advertising, many having wide circulation, have been brought about by its project, according to AAAA, with 151 of 260 cases (58%) found objectionable (88 bad taste, 44 misleading, 19 unfair or excessively derogatory).

Donald S. Frost, Bristol-Myers Co., retiring chairman of the ANA board, said all ANA members should serve "as a joint committee" to promote self-regulation. "The very right to advertise has been challenged," he warned.

**Loss of Confidence** ▪ In her plea for self-discipline in advertising and protection of the capitalist system, Mrs. Hobby said, "Advertising emerges as an agent which by stimulating our free economy makes freedom to choose, freedom to buy, freedom to own, a natural, taken-for-granted part of our American way of life."

Loss of public confidence in advertising might lead to the destruction of all advertising, Mrs. Hobby warned. She added, "In the interest of free enterprise we cannot permit abuse of this great economic and social force by an unethical or irresponsible few. But as a publisher and radio and tv licensee, I am interested in advertising as the supporting power to all media.

"For when advertising fails to sell, it will disappear. What would happen then?

"For one thing, there would be no further controversy about pay tv. There would be no other kind. The only alternative would be television by government subsidy. The free press as a means of mass communication essential to democracy would dissappear . . . Freedom of the press is not a prerogative of newspaper publishers and writers. It is a right given to the American people by the Constitution—the right to know. A right that newspapers hold in trust for the people of this country.

"Similarly television channels are not the private property of networks or licensees to be programmed without reference to the public interest. They are the property of the American people, to be used in the interest of the American people by those licensed to use them so long as the licensees prove themselves to have the integrity and intelligence to operate them in the public interest. Advertising, too, is a trust held by you for the American people."

---

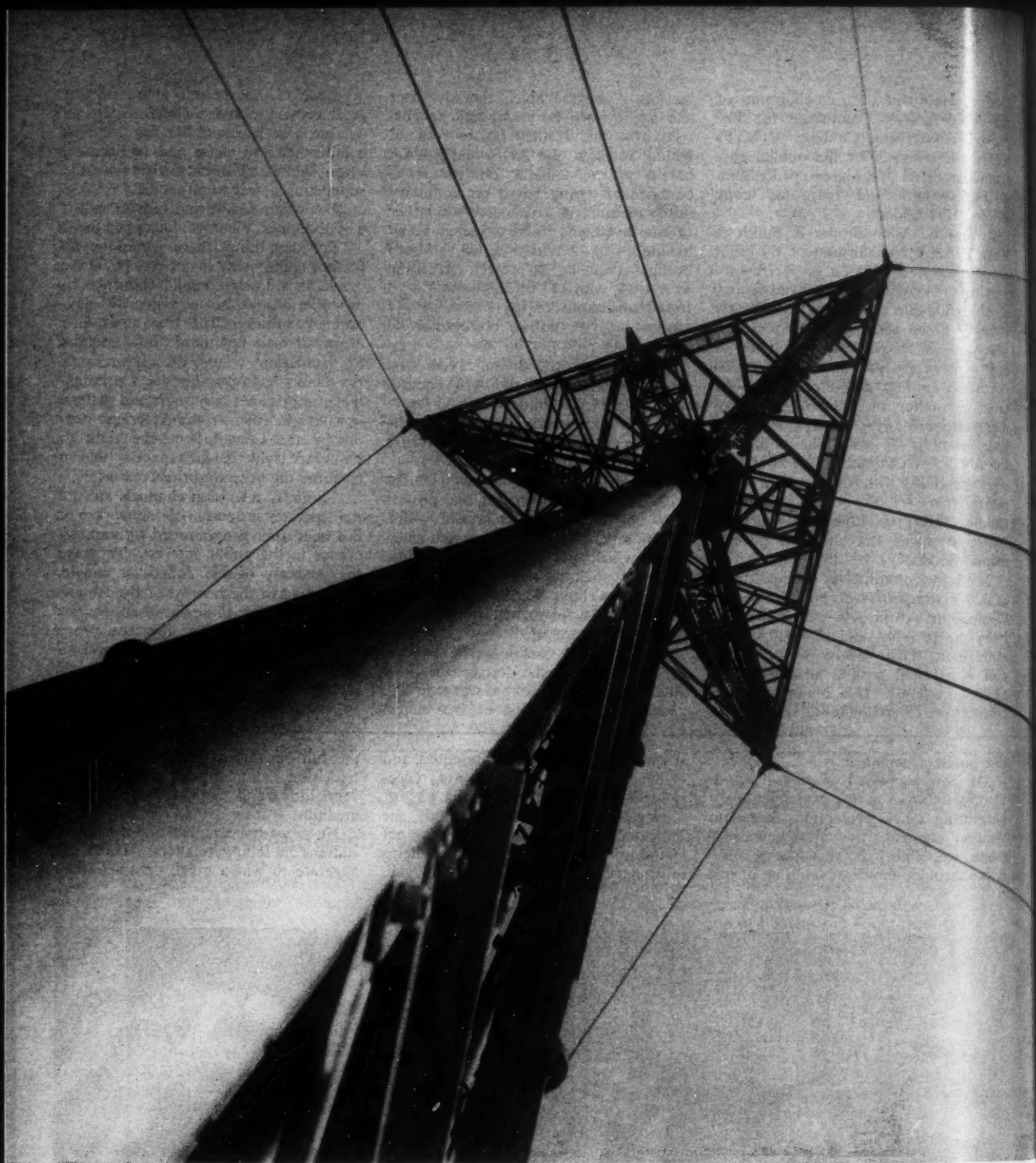
tive public acceptance.

Mr. Shirey pointed up several tv advantages found in the test: flexibility permitting quick promotions keyed to weather changes, arrival of new shipments, etc.; ability to reach specific audiences through choice of the time of day at which commercials are presented, and evidence that repetition is not objectionable as in some other media.

Negative findings in the study, he indicated, were that many items are not suited to television advertising; items must have real depth in order to gain the full benefits of television; a single television commercial usually means very little, and television is a costly medium.

He suggested a realistic approach for stations in selling retailers: "Don't exaggerate to win a quick contract, then

Television Bureau of Advertising's board of directors met Nov. 15 at the TvB New York headquarters. Clockwise around table: Craig Lawrence, CBS-TV; Richard A. Borel, WBNS-TV Columbus, Ohio; Glen Marshall Jr., WJXT (TV) Jacksonville, Fla.; A. Louis Read, WDSU-TV New Orleans; John T. Murphy, WLWT (TV) Cincinnati; Payson Hall, Meredith stations; Lewis H. Avery (leaning back); Evelyn Finegan, TvB; Otto P. Brandt, KING-TV Seattle; Norman E. Cash, TvB; partially hidden: Roger W. Clipp, WFIL-TV Philadelphia; A. W. Dannenbaum Jr., Westinghouse Broadcasting Co.; P. A. Sugg, NBC; Gordon Gray, WKTV (TV) Utica, N. Y.; Stephen Riddleberger, ABC. Attending but not in photo: John P. Blair, Blair-Tv; Donald D. Davis, KMBC-TV Kansas City; Donald Kearney, Corinthian Broadcasting Corp.; Robert R. Tincher, WHTN-TV Huntington, W. Va.



World's first 3-antenna, candelabra-type TV tower built for Baltimore stations WBAL, WJZ and WMAR. Tower Design and Fabrication: Dresser-Ideco Company, Columbus, Ohio. Tower Erector: J. F. Beasley Construction Company, Muskogee, Oklahoma.

# Candelabra-type TV tower built with USS "T-1" Steel legs to withstand hurricanes

This spectacular three-channel television tower makes it easy for fans in Baltimore, Maryland, to tune in different stations—they are all in one spot. Built to withstand hurricane winds of 165 mph, the tower makes key use of *super strong* USS "T-1" Steel in the three 625-foot legs. The total tower height is 730 feet.

Three 10-ton antennas are perched on top of a triangular platform, 105 feet on each side. According to Dresser-Ideco Company, designer and fabricator of the tower, USS "T-1" Constructional Alloy Steel was selected for the tower's main support members because of the weight problems imposed by the heavy top. Had structural carbon steel been used, the legs would have been almost twice as thick, adding further wind resistance and stress.

**Weight saved.** Instead of about 300 tons, for carbon steel, only 105 tons of "T-1" Steel were needed for the legs. They are solid rounds, quenched, tempered, straightened, and stress relieved in diameters of 7 inches for the first 480 feet and 5¾ inches for the remaining 145 feet. Use of "T-1" Steel saved freight, fabrication costs and foundation costs.

Super strong legs of USS "T-1" Steel support the tremendous weight of the tower. Their smaller size reduces wind resistance.

**"T-1" Steel for extra high strength.** The minimum yield strength for USS "T-1" Steel is 100,000 psi in rounds up to 4 inches in diameter. This is three times the yield point of structural carbon steel. For tall towers, the advantages of reducing leg size and weight are obvious.

**Increase in paint life.** "T-1" Steel has four times the resistance to atmospheric corrosion of carbon steel. This results in a considerable increase in paint life.

In addition to USS "T-1" Steel, United States Steel makes three High Strength Steels, USS MAN-TEN, USS COR-TEN and USS TRI-TEN Brands with a 50,000 psi minimum yield point. For more information, write to United States Steel, 525 William Penn Place, Pittsburgh 30, Pennsylvania.

*USS, "T-1", MAN-TEN, COR-TEN and TRI-TEN are registered trademarks*

This mark tells you a product is made of modern, dependable Steel.

United States Steel Corporation—Pittsburgh
Columbia-Geneva Steel—San Francisco
National Tube—Pittsburgh
Tennessee Coal & Iron—Fairfield, Alabama
United States Steel Supply—Steel Service Centers
United States Steel Export Company

**United States Steel**

lose a long program. But at the same time try not to sell short contracts."

**Editorials Pay** ▪ Editorializing is good business as well as good public service, Mr. Lee asserted. He told his fellow broadcasters: "If you are not now editorializing at your stations, then I say to you, you are missing a great bet . . . We have seen concrete, tangible proof, both in audience response and in dollars-and-cents payoff, that 'WAGA-TV Editorial' is a welcomed public service and also a valuable sales tool." The editorials themselves are not available for commercial sponsorship.

Mr. Lee presented a set of 15 rules and policies developed by WAGA-TV before it started editorializing last May. Basic objectives, he said, were to "stimulate individual thinking on matters that affect the people and communities we serve" and to "inspire comment, interest and action." Among the 15 rules and policies:

Editorial policy is set by an editorial board composed of the managing director, program manager and public affairs director; the managing director must approve all editorials; they must be clearly identified as editorials, must present the facts fully and accurately, must be written out and the script followed without deviation (aural portion is taped and the tape retained for three months).

Questionable subjects must be cleared by the home office (Storer Broadcasting Co.) and all editorials must have legal clearance before broadcast. Opposing points of view are actively sought out (though no one has yet asked for time to reply). Race, color, creed and religion are taboo subjects, and WAGA-TV also does not editorially support or oppose political candidates or parties.

**Commercials** ▪ Mr. McMahan sounded a call for new ideas to improve the effectiveness of tv commercials. Up to now, he said, almost anything that has been done has been effective, but now "we must have more and better techniques for commercials."

Mr. McMahan cited the Duncan Hines cake mix commercial's use of full-screen pictures instead of reaction shots to achieve appetite appeal, and Maxwell House Coffee's use of visual and sound effects in combination to whet the appetite. He said Bell & Howell's "Zoomatic" commercial and a Renault-Dauphine film from England were top demonstration films of 1960.

Prospective tv advertisers at the local level can be sold on the use of the medium by showing them how other advertisers use it successfully, Mr. McManan advised. "We're not using the medium enough to sell the medium . . . we're not using enough commercials to sell commercial time," he said.

**Billing Problems** ▪ Mr. Wright considered station-agency cooperation in tackling billings problems as "nothing more than good business." He cited four main problem areas: (1) long-delayed billings, (2) negotiating credit refunds or make-goods; (3) correcting invoices that were prepared improperly, and (4) properly identifying billing by brand.

The first problem, he suggested, can be resolved if stations will give the advertiser the name of the business manager involved, so the advertiser can check promptly, and if the station will set a time limit of, say, 72 hours, for the return of a satisfactory written answer.

Refunds or make-goods can be handled promptly, he said, if stations will bring schedule discrepancies to the agency's attention within 24 hours and at the same time make a definite offer as to refund or make-good.

Incorrect invoices, he said, should be returned to the station at once, accompanied by an appropriate explanation. Responsibility for proper brand identification on billing lies first with agencies, he asserted, urging that they supply stations with enough information to permit them to log the spot by brand rather than by parent company titles.

Ted Grunewald, executive vice president, Hicks & Greist, New York, concluded the Thursday afternoon session by demonstrating how his agency tries to make tv advertising more effective.

**Progressive Discontent** ▪ The strides that have been made in creating new products and new services because people were dissatisfied with the old ones were emphasized in the "Progress of Discontent" presentation, conducted by President Cash and George G. Huntington, TvB vice president and general manager. Advertising's role is to spread the "spark of discontent" by showing people that "there is a better way, through finer things, for a fuller way of life."

Although the presentation deals with advertising generally more than with television specifically, it does not overlook tv's effectiveness. One example: For the Savings Bank Assn. of New York State, Benton & Bowles in cooperation with TvB conducted an equal-dollar test of television verses a combination of newspapers, supplements and regional magazine editions. "Consumer awareness of the advertising was higher for television," the presentation reports, "but more important, ability to cite specific copy points was 156 percent higher, television over print."

**"Economic Myopia"** ▪ U. S. Steel's President Worthington, speaking at the Friday luncheon, dealt primarily with national economic issues and what he called "Economic Myopia." But he also had favorable words to offer about television both as an advertising medium and as a growing industry.

Noting his company's long association with "Steel Hour," he said "we have been gratified to find, in survey after survey, that television is one of

## TvB charts the annual business 'depression'

What does a business depression look like? TvB's sales advisory committee charted one—an annual one—last week in a session preceding the TvB annual membership meeting in New York (see page 64). The chart shows that, as media people know, business dips each summer, with the third quarter almost invariably falling behind the second quarter. It also shows that spot television is hurt less—and network television much less—than their print rivals in this annual sag. But, the committee said for the good of the industry as well as the economy, this depression must be overcome. Here is the committee's chart, showing changes from the second quarter to the third quarter in various media over the past five years:

| | Spot tv | Newspapers | Magazines | Network tv |
|---|---|---|---|---|
| 1956 | —20.6% | —24.8% | —29.2% | + 1.3% |
| 1957 | —21.7 | —21.1 | —29.0 | — 4.5 |
| 1958 | —13.2 | —22.5 | —25.5 | —10.3 |
| 1959 | —18.5 | —18.5 | —22.5 | — 6.2 |
| 1960 | —22.2 | —27.3 | —29.7 | — 3.4 |

Participants in the committee meeting included Norman E. Cash, TvB president; James Cornell, N. W. Ayer & Son; Edward Fleri, BBDO; James Barnett, Aerosol Corp. of America; E. B. Brogan, American Motors; John Denninger, Blair-TV; John Karol, CBS-TV; Scott McLean, WLWT TV Cincinnati; Peter Storer, WSPD-TV Toledo; Jack McGrew, KPRC-TV Houston; Jack Tipton, KLZ-TV Denver; George Henderson, WSOC-TV Charlotte, N. C.; Jay Heitin, WNBC-TV New York; Robert Morrison, WKBT (TV) La Crosse, Wis., and George Huntington, TvB.

# throw the switch for 250 watts nighttime

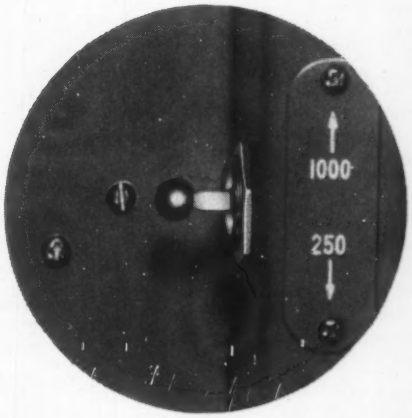
With the Gates BC-1T 1000/250 watt transmitter, you efficiently reduce power to 250 watts nighttime operation by changing the primary voltage of the plate transformer. In this manner, when operating at reduced power of 250 watts, the primary power consumption is at a minimum, and the use of plate voltage dropping resistors, which are power consuming, is eliminated. The reduced plate voltage at 250 watts power to both the modulator and power amplifier tubes results in hundreds of added tube hours and a great savings in power cost.

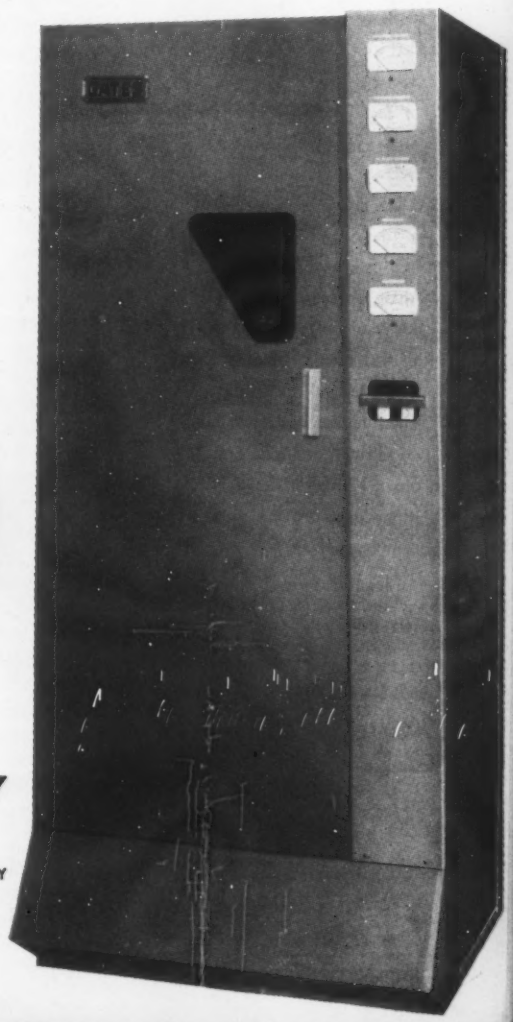
The *exclusive* Gates feature of the inbuilt dummy antenna will also be appreciated by the engineer. With two-power operation at 1000 and 250 watts, initial alignment and periodic proof of performance required at two power levels is accomplished with utmost simplicity.

In summary, the BC-1T 1000/250 watt transmitter offers you the convenience of already having a one kilowatt transmitter installed—needing only to throw the switch for a change in power. Power change may also be remote controlled.

*For complete technical information on the BC-1T 1000/250 watt transmitter, write today for Engineering Bulletin No. 109-D—yours for the asking.*

**GATES AM BROADCAST TRANSMITTER FOR 1000/250 WATTS**



GATES

**GATES RADIO COMPANY**

*Subsidiary of Harris-Intertype Corporation*

**QUINCY, ILLINOIS**

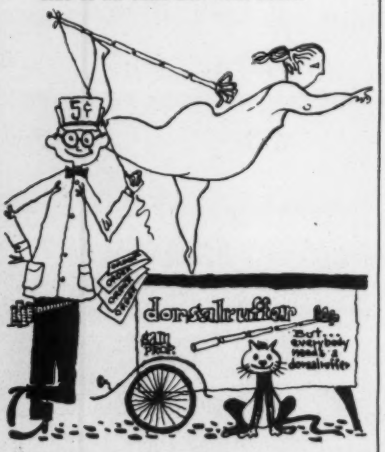
Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

HARRIS
INTERTYPE
CORPORATION

A man trying to sell an ivory-handled dorsalruffer* told of its lasting qualities; who invented it, where to buy it, and what it cost. At the end of the day, he hadn't sold a single dorsalruffer, so he threw it by the side of the road and went home.




Along came Sam, who knew the power of DEMONSTRATION. He drove his wagon to the nearest junction, where he could reach the most people. There he demonstrated the dorsalruffer and took a tabletful of orders. Today his dorsalruffer factory supports him royally on a yacht near Nassau.

*Backscratcher.

For concentrated impact and undivided attention, demonstrate on TV. To sell in Kansas, buy **KTVH**, with unduplicated CBS coverage in Wichita and 14 other important Kansas communities.

BLAIR TELEVISION ASSOCIATES
*National Representatives*

CBS
KTVH
KANSAS
■ WICHITA AND HUTCHINSON ■


the most important factors contributing to the general public's knowledge of the steel industry."

He doubted that "any industry, anywhere, could offer a more striking example of growth than does television" —average annual growth rates, over the past 12 years, of 84 percent in number of tv stations, 96 percent in number of tv markets, 311 percent in national tv billings, and "an incredible 721 percent" in sets in use. But he warned that no industry can expect such growth rates to continue forever.

"Neither you nor I believe for a moment that tv has reached the limits of of its growth," Mr. Worthington asserted. "None of us will think, though, that your industry is going to an economic hades in a handbasket if the rate —or rates—of growth that prevailed in the Fifties do not continue through the Sixties."

E. B. Brogan, advertising manager of American Motors, who originally had been scheduled to speak at the Thursday afternoon meeting, spoke instead at the sales advisory committee meeting, a closed session.

## Agency appointments...

■ National Theatres & Television has appointed Cole Fischer Rogow, Beverly Hills, Calif., to handle its National Theatres Div., covering 226 theatres in 16 states, and Cinemiracle Picture Corp., NT&T subsidiary.

■ Rand McNally & Co., Chicago, has appointed Grant Adv., that city, to handle its corporate institutional advertising effective Jan. 1, 1961. The account, which bills an estimated $250,000, was formerly serviced by Fletcher Richards, Calkins & Holden, Chicago.

■ The Thomas J. Mahon Co., Englewood, N. J., has appointed Kenyon & Eckhardt, New York, as agency for the firm's new nasal spray. The product, Phenyl-Drane, is being test marketed now, and is expected to be distributed nationally in early 1961.

■ Magne-Tronics Inc., N. Y., names Peter Zanphir Adv., N. Y., to handle advertising campaign starting initially next month in broadcasting trade press to announce entry into automatic radio programming field.

■ Shulton Inc., N. Y., names Benton & Bowles Inc., N. Y., as agency for Tecnique Color Tone, a hair coloring product. B&B also handles Shulton's Desert Dri deodorant and an undisclosed new product.

■ General Electric Co.'s Radio Receiver Dept., Utica, N. Y., names Young & Rubicam, N. Y., effective Jan. 1, 1961. Y&R also represents GE's tv receiver department at Syracuse, N. Y., and the audio products operation at Decatur, Ill.

■ Procter & Gamble Co., of Canada account names Grey Adv. Ltd., Toronto, to handle Downy Fabric Softener, new P&G brand now in test markets in Canada.

■ American Chicle Co., Long Island City, N. Y., completed realignment of agency responsibilities (BROADCASTING, Oct. 31) with assignment of Clorets mints and gum and several new products to Kenyon & Eckhardt Inc., N. Y. effective Jan. 1, 1961. Clorets account has been at Ted Bates & Co.

## Sell the grass roots, AFA convention told

All media are "more partners" than competitors in today's moving marketing picture, but radio and tv provide a "selling tool unmatched in the history of human communications," James Beach, ABC vice president in charge of the network's central division, told the Advertising Federation of America 8th District convention in Madison (Wis.) this past weekend.

Mr. Beach spoke on selling broadcast media "at the grass roots," appearing with such other speakers as James S. Fish, General Mills vice president in charge of corporate advertising and AFA principal, and Mandall Kaplan, general sales manager of the Kitchens of Sara Lee (bakery products), Chicago.

Broadcast media are moving more products in today's expanding economy than all combined forms of transportation since the invention of the wheel, he said. In particular, he cited radio's "proud history" and tv's "amazing ability" to create the necessary emotional atmosphere for buying. He also emphasized the importance of inter-agency, medium and client relations, while citing cases of "grass roots" buying.

Mr. Fish told AFA delegates how they could cooperate locally with government legislators, "eggheads," critics, consumers and others in connection with Advertising Week Feb. 5, 1960. He called for their cooperation in helping achieve a better "environment" for ad-


THESE ARE THE BEST ONES I'VE SEEN!!
THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!
SEE PAGE 53

## A SIGNIFICANT INVESTMENT IN RADIO'S FUTURE

# A DRAMATIC ANNOUNCEMENT FROM Programatic

In the past nine months alone PROGRAMATIC has dramatically underscored its faith in the broadcasting industry by adding nearly 1,000 new selections to its vast library of adult radio music. This bold investment is only the beginning. PROGRAMATIC will continue to build its service not only with more music and improved program techniques but in other ways you will be reading about soon.

PROGRAMATIC is available only to one station per market.
Don't be left out! Move forward with PROGRAMATIC!

*Put* **Programatic** *"the Sound of Success" to Work for You*

Practical Automation Comes to Radio

- Adult Music Programs
- Commercial Injection
- Fully Automated Equipment

PROGRAMATIC - REG. U. S. PAT. OFF.

PROGRAMATIC BROADCASTING SERVICE, Dept. C
229 Park Avenue South, New York 3, N. Y.

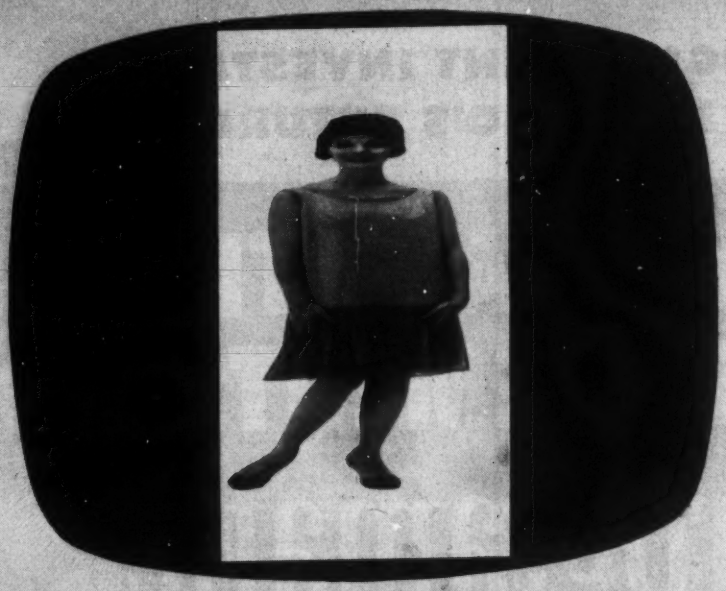
I am interested in PROGRAMATIC, exclusive for my market.
Give me the facts—fast!

Name_____

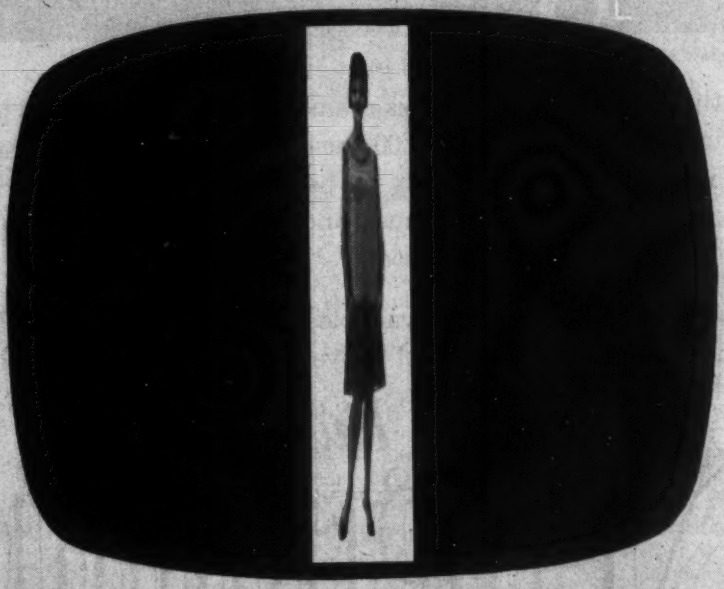
Station_____

Address_____

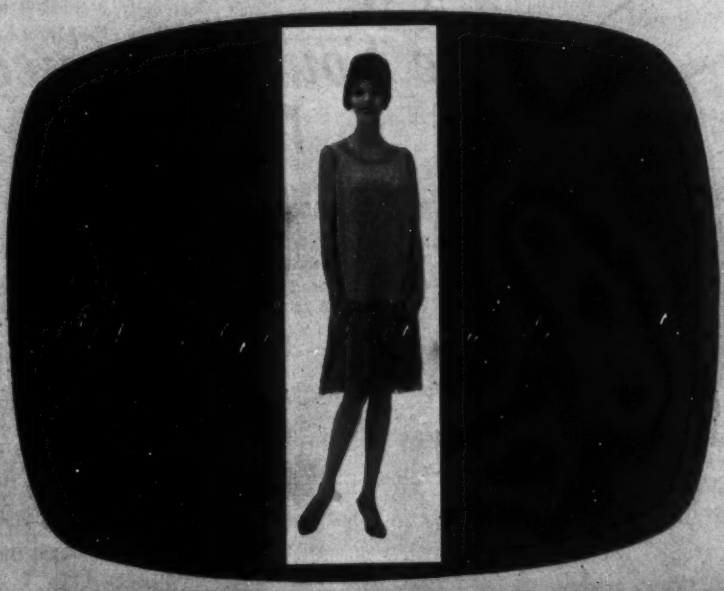
City_____ Zone____ State_____



WON'T SHRINK



WON'T STRETCH



ALWAYS STAYS THE SAME

# In TV too... Film does the "impossible!"

Like to show something that doesn't happen—really can't happen? Want to show the "No!"—thus emphasize the "Yes!"? Chemstrand Nylon did it brilliantly ... visually squeezed a whole selling sequence into a few film frames.

Adaptable! ... That's the way it is with film!

Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration which market saturation requires.

*For more information, write*
Motion Picture Film Department
**EASTMAN KODAK COMPANY**
**Rochester 4, N.Y.**

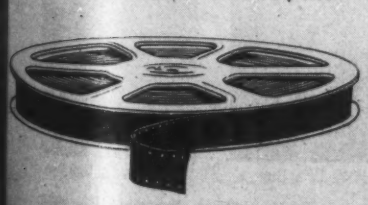
***East Coast Division***
342 Madison Avenue
New York 17, N.Y.

***Midwest Division***
130 East Randolph Drive
Chicago 1, Ill.

***West Coast Division***
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

**ADVERTISER:**
**The Chemstrand Corp.**
**ADVERTISING AGENCY:**
**Doyle Dane Bernbach, Inc.**
**PRODUCER:**
**Transfilm-Caravel, Inc.**




vertising's "truth" campaign. Advertising, he suggested, should not suffer for the "sins of a few" and not explain for the benefit of the seemingly many critics of its image. In this area, he claimed, the industry has "failed miserably."

Mr. Kaplan stressed that, at Sara Lee, advertising is a marketing function which must project his company's "basic marketing strategy." National advertising is designed to give the consumer a "basic sales message ... most economically conveyed to all markets through the use of national media." It will spend over $2 million in 1960, continuing its emphasis on tv and newspapers. Sara Lee's growth is generally credited to selective use of television (network, spot and local).

## Rising costs demand 'better' ads, media

The fact that advertising expenditures are increasing at a faster rate than the gross national product "underlines the need for seeking every possible way for making our advertising more effective," James S. Fish, vice president and director of advertising of General Mills Inc., said Tuesday before the Washington (D. C.) Advertising Club. He said this could be achieved by better use of advertising research, better products, better media and better ads.

Mr. Fish said creative research "is still a most inadequate tool." He felt media research tends "too often to develop only figures of a competitive nature with other media rather than devoting a part of this research investment toward finding better ways for the advertiser to use the media."

There is a direct relationship between the effectiveness of an ad and the inherent appeals of a product," Mr. Fish explained. Advertising specialists have a responsibility to tell product planners what they understand to be the "basic consumer desires and appeals."

Better media, with greater usefulness to the listener, viewer or reader, implies a more effective vehicle for advertising, he indicated.

## Business briefly...

**General Foods Corp.,** White Plains, N. Y., resumes sponsorship Dec. 3 of *Lunch With Soupy Sales* on ABC-TV (Sat. 12-12:30 p.m. EST). The program had a six-week layoff due to a time conflict with NCAA football telecasts. Agency: Young & Rubicam, N. Y.

**Philip Morris Inc.,** N. Y., has purchased three additional hour-long *CBS Reports* programs on CBS-TV this season for a total of five. Added programs in the public service series include this Friday's (Nov. 25, 9:30-10:30 p.m. EST) "Harvest of Shame," the story of migratory farm workers in the U. S.; "Rescue With Yul Brynner," an around-the-world trip filmed by Mr. Brynner on behalf of the United Nations International Refugee Organization, scheduled for Dec. 10, and the as yet unscheduled "The Great Holiday Massacre," a film report on last Labor Day weekend's highway accidents. Agency: Leo Burnett Co., Chicago.

### ANA's new award

A new "Mr. Advertiser" award will be presented annually to an Assn. of National Advertisers member "who has contributed most to upholding and advancing the goals and standards of ANA and the late Paul B. West, former ANA president." Mr. West was president of ANA from 1932 to 1960. The first presentation will be made in 1961.

**Town Photolabs Inc.,** Bronx, N. Y., which recently placed its advertising account with Frank B. Sawdon Inc., N. Y., will start radio spot campaign Dec. 1 in eight markets. Town Photolabs has not previously used broadcast media outside of New York.

**V. La Rosa & Sons Inc.,** Brooklyn, N. Y., is using top children's tv shows in 16 markets to launch a new macaroni product called "Mac from Mars X-77." The oddly shaped macaroni shell reportedly reminded someone at the La Rosa plant of a "smiling, sprightly creature from outer space." A series of one-minute commercials started in the markets on Nov. 9 and will continue on an average of three per week until well into 1961. Agency: Hicks & Greist, N. Y.

**Robert Hall Clothes,** N. Y., launched an extensive spot radio-tv campaign in Honolulu last week, said to be "one of the largest for a single account," covering 350 one-minute announcements per week on four radio stations and 74 10-second ID's per week on two tv stations. The campaign will last until Dec. 24 and is tied to the opening of a Robert Hall store in Honolulu. Agency: Arkwright Adv., N. Y.

**International Latex Corp.,** N. Y., to began its winter tv spot campaign for its Isodine cold product on Nov. 14. Some 124 markets will carry 10- to 15-week schedules of prime day and night minutes and 20-second spots. Starting dates for the campaign are staggered over 7-week period, with the last group of markets to pick up schedules on Jan. 2, 1961. Agency: Reach, McClinton Inc., N. Y.

# PROMOTION: KEY TO THE FUTURE

## BPA convention told way in which stations handle promotion can have direct influence on course of government regulation

Promotion can make the difference between either growing influence or growing regulation for the broadcasting industry. That was the message delivered to 267 members of the Broadcasters Promotion Assn. as they concluded a 2½ day convention in New Orleans last week. The word came from John Hurlbut, promotion manager of WFBM-AM-TV Indianapolis and newly-elected president of BPA, (See FATES & FORTUNES, page 105) who urged the membership to get the industry's story across to "those key people who influence our futures."

Warning his audience that the way they handle their jobs can have an important effect on their stations, he remarked "What shall it profit an owner if he gains the whole market and loses his license."

The convention's keynote address by NBC Board Chairman Robert W. Sarnoff called for review of election processes in the mass communication age (page 84). Other major presentations: Fitzgerald Adv.'s Joseph Epstein Sr. (page 90) and RAB and TvB (page 83).

The bulk of the convention was devoted to a series of 16 "how-to" panel sessions on a variety of promotion subjects. The report on those sessions follows below.

**Promotion budgets** ▪ Advice on managing budgets and money matters in broadcast promotion was given by John J. (Chick) Kelly, director of advertising and sales promotion for Storer Broadcasting Co., Miami, and Alice Koch, promotion manager of KMOX St. Louis.

Mr. Kelly told the promotion people that the matter of what budget to devote to promotion is a management decision. How to administer it is the promotion department's decision. He felt that no promotion man could do this job adequately if he is not kept informed by management about what's going on at the station.

He also advised the promotion man to "romance the auditor." He can be of great assistance in working out the financing for the promotions you have in mind, and, conversely, can make the promotion man's job impossible if he doesn't cooperate.

Miss Koch's basic advice on handling money matters was to "plan it and manage it." This is not as obvious as it sounds, she said, advising that a basic budget for the whole year is essential to a promotion operation.

The best word a promotion man has at his command is "no," used frequently and forcefully, Miss Koch said. Having a budget to refer to when a salesman asks you to throw just a few extra hundred into his latest idea makes life much simpler, she said. Beyond that, a budgeted promotion plan also is protection against your own impulses, which could lead you into using all your money in May and being broke in September, she said.

Her other points: know what the station is up to, study the trade press, watch what your competitors do, explore the sales strategy of your station account by account, know your printer, "be businesslike and have more time to be creative."

**Exploitation** ▪ Exploitation is the final link in the broadcast promotion setup. Its job is not to sell the show, but to tell the public where and when the show is available. That was the position presented at an exploitation panel session by Sid Mesibov, exploitation director for ABC, and Robert Nashick, director of promotion and advertising for KTLA (TV) Los Angeles.

Mr. Mesibov said that the network can function in three ways in the exploitation area: (1) create the basic ideas by analyzing a show in advance, and determining the direction exploitation should take; (2) make the basic contacts to carry out the project, and (3) serve as a clearing house of information, effecting a constant flow to affiliates.

Mr. Nashick concentrated on showmanship at the local level designed to draw attention to a particular show. He presented slides showing a parade of children on scooters, a plane dropping leaflets and a lion walking down the street as examples of how to draw attention to a particular show.

**Videotape** ▪ Another advantage of video tape—using it to promote the station—was described during a panel headed by Robert Guy, program director for WWL-TV New Orleans, and Robert Day, Ampex Corp. Mr. Guy said that WWL-TV uses its vtr equipment first to catch news as it happens, and later uses the more dramatic material in its sales pitches to demonstrate the station's news impact.

Mr. Day concentrated on the utilization of video tape to both extend station coverage and to hold down costs. Both panelists agreed that "blowing your own horn" is an acceptable part of promotion, but cautioned against losing station dignity in the process.

**Radio audiences** ▪ Promoting radio audiences was the subject of a session headed by Harvey Clarke, promotion manager of CFPL London, Ont., and Clayton Kaufman, promotion manager of WCCO Minneapolis. Both placed major attention on community involvement in a station's promotion.

Mr. Clarke (who will be BPA's second vice president in 1961) advised his

KMOX's Koch

Storer's Kelly

ABC's Mesibov

KTLA's Nashick

WWL TV's Guy

Ampex's Day

# THE JET INSPECTION THAT NEVER ENDS

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2,000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care.

During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent.

This scientifically planned, preventive overhaul is the thing you never think about. You're too captivated by the authentic French atmosphere aboard your flight...too interested in the superb French cuisine, the impeccable French service.

But continuous inspections and scientific maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!

**AIR FRANCE JET**

WORLD'S LARGEST AIRLINE / WORLD'S MOST PERSONAL SERVICE

CFPL's Clarke

WCCO's Kaufman

Burnett's Wilson

WMT's Bowermaster

Crosley's Murphy

RCA's Boss

audience to stay current with all that's written and said about image, local flavor and community involvements. He characterized the promotion man as the agency for the client—the station—and said he should be concerned with the future as well as next month's ratings.

Mr. Clarke also recommended some grass-roots research—talking with housewives, drug store clerks and the like—to find the ideas to reach a variety of a station's audience.

Mr. Kaufman recommended tie-ins with local events as a way to achieve maximum audience impact. He cited, in particular, sports events, state fairs, centennials and the like.

**Merchandising** ▪ A semi-surprise came out of the merchandising panel. Fred Wilson, media and promotion field representative for Leo Burnett, Chicago, told the promotion men that in his agency's view merchandising should be a factor only in deciding tossup purchases. The agency holds its main job to buy the longest reach at the lowest cost for its clients.

But after stating that position, Mr. Wilson went on to describe how station should perform in the merchandising area. First, he said they should initiate the offer of merchandising, not wait for the advertiser to ask for it. The contact should be made with the local representative of the advertised product. What he called "push-button" merchandising — automatic mailing pieces, routine posters—is of little value to the advertiser, Mr. Wilson said.

In the floor discussion that followed, Dave Kimball of Grey Adv., New York, offered a different valuation of merchandising. He felt a quantitative measure can be put on such a qualitative thing as merchandising, and urged this be attempted by stations. Mr. Kimball said merchandising has a media value of its own.

Jim Bowermaster, promotion manager of WMT Cedar Rapids, Iowa, shared the panel with Mr. Wilson and led the floor discussion.

**Color television** ▪ Promotion of color television was the area of interest for William E. Boss, director of color tv coordination for RCA, and John T. Murphy, television vice president of Crosley Broadcasting Corp.

"Each color program is an ideal promotional tag for color, and the total hours of color programming this year tell a powerful story in their own right," Mr. Boss said. He related that NBC has increased its color programming from 68 hours in 1954 to 724 in 1960. The current color schedule offers dealers countless opportunities to demonstrate the medium throughout the day and week, he said.

Mr. Murphy said the industry's progress rests ultimately with the success of color. He described the many color programs broadcast by Crosley, including the first indoor sporting event in color and a recent Catholic church ceremony. In Cincinnati Crosley has color sets installed in key traffic points to promote the medium.

**Radio news** ▪ Use your station to promote your station, was the advice given by a radio news promotion panel conducted by Lionel F. Baxter, radio vice president of the Storer Broadcasting Co., and Bill McKibben, assistant to the vice president for the Balaban stations.

Mr. Baxter noted that more often than not radio's facilities are used more to promote advertisers than the stations themselves. He presented a series of taped vignettes to show how different Storer stations promote radio news. Mr. McKibben related how mobile units and airplanes are used both to get the news and to promote it.

**Direct mail** ▪ Imagination and ingenuity can be a satisfactory substitute for money in the use of direct mail, according to Martin Katz, director of promotion for Blair-Tv. He spoke during a panel session on that subject during the BPA convention, sharing the platform with Jack Kavanagh, promotion manager of WPRO-TV Providence, R. I. Their theme: the first duty of a salesman is to get himself heard; the first duty of a mailing piece is to get itself looked at.

Mr. Katz displayed 32 mailing pieces from stations of various sizes over the country, commenting as he did so that the smaller station actually has some advantages over its big-budget colleague. For example, the smaller size of the mailings allow utilization of hand-done, custom touches that the larger mailings of the bigger stations do not permit.

Mr. Kavanagh lumped most station mailings into two categories—"unavoidable" and "special purpose." Under the first category he listed merchandise mailings of the jumbo post card variety, and under the second such things as sales promotion and station image.

**Graphic arts** ▪ A panel session on using graphic arts in promotion heard the opinion that everything in tv promotion falls into that category—"from your slides to your mailings." That was from Clark Grant, promotion man-

Storer's Baxter

Balaban's McKibben

Blair's Katz

WPRO's Kavanagh

WOOD-TV's Grant

WFIL's Schaeffer

# What makes RCA FM Transmitters better...

If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail... We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value...

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department NC-22, Building 15-1, Camden, New Jersey.

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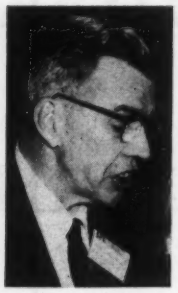


Nielsen's Churchill

ARB's Cooper

WTMJ's Wallace

ager of WOOD-TV Grand Rapids, Mich., who shared a panel with Mike Schaeffer, promotion manager of WFIL Philadelphia. Mr. Schaeffer put the emphasis on quality control, saying that WFIL has complete control of art work from start to finish. This beats farming it out to an agency, he said, because the station can do a job over and over again to get exactly what it wants.

**Audience surveys** ▪ An accent on the positive in promotion was called for by three rating service representatives who addressed a panel on using audience surveys. They were Frank Stisser, president of C. E. Hooper Inc.; John Churchill, vice president of A. C. Nielsen, and Roger Cooper, station relations manager for American Research Bureau.

Mr. Stisser called for a positive stand by stations, trade associations, the trade press and the rating companies themselves to end the wild claims he said many stations have made in their promotion over the past 10 years. These claims have been notably prevalent in radio (the field Hooper measures), Mr. Stisser observed.

Mr. Churchill said the rating services were in a position to provide reliable and continuing help in documenting dimensions of station performance. He suggested that sales promotion should "make the most of our station's virtues," and that therefore audience promotion should be designed to bring in more of those virtues. Many special—and promotable — values can be discovered through research, he said.

Mr. Cooper observed that applying enlightened use of audience research to promotion can increase sales.

**Image building** ▪ The matter of station image was given attention during a panel featuring Bruce Wallace, promotion director of WTMJ Milwaukee, and Kirt Harriss, promotion director of KPRC Houston.

A reverse twist to the problem was stated by Mr. Wallace: "So often many of us spend so much time creating the image and talking about it that there's no image at all." Station's should first become the image they desire, then promote it, he advised. He also urged attention to the little details which play an important part in station image—instances such as a telephone call poorly taken by a secretary, or rudeness by a receptionist to a visitor, can tear down in minutes the image you've been months building, he said.

Special attention should be paid to the promotion of public service programs, Mr. Harriss said. He characterized the broadcaster's life as one "in a fishbowl," and reminded promotion people to remain conscious of that fact.

**Sec. 317** ▪ The matter of Sec. 317 (which requires that stations identify and log as commercial all product mentions of program material supplied by outsiders) and its effect on broadcast promotion cropped up in a number of the BPA sessions. It was given the most exhaustive treatment during a panel on that subject headed by John Hurlbut, promotion manager of WFBM-AM-TV Indianapolis, and Chris Christianson, director of promotion for KPIX (TV) San Francisco. Their topic: How to live with it.

According to Mr. Hurlbut (incoming president of BPA for 1961), the best way to live with Sec. 317 is to "make damn sure the guys who control our fate know our business." He was referring to the legislators, both local and national, whose actions control the operations of broadcasting. Beyond saying that stations should court these legislators, he related how the WFBM stations have done it, primarily through a series of lunches at which the station played host to congressmen and other leaders, explaining the broadcasting business and answering questions about it. This program is supplemented by


LET'S KEEP THEM!

THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!

SEE PAGE 53

# SUCCESS STORIES

**One of a series of salutes to successful radio and TV stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.**

## K·DUB LUBBOCK, TEXAS

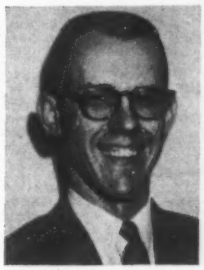
Before the inauguration of television in Lubbock in 1952, few people in the area had ever seen a television set. When KDUB-TV went on the air November 13, 1952, it was the first station in the country to open in a medium-sized market—and there was some doubt expressed in the "big cities" as to its success in such a "remote" region. However, when it was announced that KDUB-TV would soon be operating, television sets began arriving by the boxcar load and in the first two years of operation, residents of the area spent approximately $30,000,000 for television sets and equipment.

KDUB-TV serves not only the booming community of Lubbock with over 150,000 in the metropolitan area, but many smaller towns and a rich farmland region. This surrounding market area boosts the total population served above the 400,000 mark.

Operation of a television station outside of the big cities is a kind of community enterprise, and local events are just as important as network productions. KDUB-TV operates on this format, is highly informal and is a tremendous hit with West Texans!

W. D. "Dub" Rogers
President and General Manager
KDUB-TV, Lubbock, Texas

Two Northwest graduates contribute to the success of KDUB-TV. Program Director Ray Trent says, "Both these gentlemen have performed well in their respective assignments, and it is apparent that their training at the Northwest Schools has given both men a sound foundation in the Television Industry. Both "A. C." and "Dick" have excellent attitude and ambitions in their work."



NWS Grad, Richard Knerr
Film Director

NWS Grad, A. C. Wimberly (left) with Ray Trent, Program Director, discussing better production

*For further information*
*on Northwest training and graduates available in your area, write, phone or wire*

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**Phone CApitol 6-4811**
**737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood**

KPRC's Harriss

KPIX Christianson

monthly mailings to keep these influential people abreast of what the stations are doing in discharging their obligation to the public interest, convenience and necessity.

A lot of the pressure on broadcasting now is of broadcasters' own making, Mr. Hurlbut said, because of the past neglect in telling their story.

Mr. Christianson found many positive things in the Sec. 317 situation. He termed it basically good, and especially insofar as it prods promotion men into new and more creative techniques and gets them away from the habit of past years. He listed four particular advantages: (1) clients are now buying the broadcast media for their basic purpose rather than to get in on the fringe benefits of the "free ride" days, (2) it's cut over-commercialization, making stations easier to listen to and view, (3) it's tempered broadcasters' tendency to give away valuable air time in return for less valuable prizes, and (4) rather than "clipping the wings" of promotion men has actually helped them fly better.

**Sales promotion** ■ The subject of promoting sales was taken up by panelists Bob Hutton, director of promotion for Edward Petry & Co., and Judd Coler, promotion director of KMOX-TV St. Louis.

Mr. Hutton said the station's representative is set up to contribute a number of sales assistance measures to station management, but too often these tools do not find their way to the promotion department. He encouraged promotion people to actively solicit this material from their reps, with particular

Petry's Hulton

KMOX's Coler


FOR COMPLETE DEMONSTRATION OF THE

# PR-10

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Ack Radio Supply Co.
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**ARIZONA**
PHOENIX
Bruce's World of Sound
2711 E. Indian School Rd.

**CALIFORNIA**
EL MONTE
Audio Supply
543 So. Tyler Ave.
FRESNO
Tingey Co.
847 Divisadero St.
HOLLYWOOD
Franklin Electronics
1130 El Centro St.
Ralke Co.
849 No. Highland Ave.
LONG BEACH
Scott Audio Co.
266 Alamitos St.
LOS ALTOS
Audio Center, Inc.
293 State St.
LOS ANGELES
Arco Electronics
111 So. Vermont Ave.
California Sound
310 No. Hoover St.
Craig Corporation
3410 So. La Cienega Blvd.
Kierulff Sound Corp.
1015 So. Figueroa St.
Magnetic Recorders Co.
7120 Melrose Ave.
PALO ALTO
Mardix Co.
2115 El Camino Real
SACRAMENTO
McCurry Co.
8th & I St.
SAN DIEGO
Radio Parts Co.
2060 India St.
SAN FRANCISCO
Magnetic Recorders Inc.
1081 Mission St.
SAUGUS
Sylmar Electronics
26000 Bouquet Canyon Rd.

**COLORADO**
DENVER
Davis Audio Visual Inc.
2149 So. Grape
Electric Accessories
1260 Blake

**CONNECTICUT**
NEW HAVEN
Radio Shack Corporation
230 Crown St.

**DISTRICT OF COLUMBIA**
WASHINGTON
Shrader Sound, Inc.
2803 M Street, N. W.
Wilson Gill, Inc.
1 Thomas Circle, N. W.

**FLORIDA**
INDIALANTIC
McHose Music
145 Fifth Ave.
JACKSONVILLE
Fidelity Sound Inc.
1427 Landon Ave.
Southeast Audio Co.
1125 Roselle St.
MIAMI
East Coast Radio of Miami
1900 N. W. Miami Ct., N. W.
Flagler Radio Co.
1068 W. Flagler St.
ORLANDO
East Coast Radio of Orlando
1012 Sligh Blvd., S. W.
PENSACOLA
Grice Electronics Inc.
300 E. Wright St.
TAMPA
Burdett Sound
3619 Henderson Blvd.

**GEORGIA**
ATLANTA
Ack Radio Supply Co.
331 Luckie St., N. W.
Electronic Equipment Inc.
526 Plaster Ave., N. E.

**HAWAII**
HONOLULU
John J. Harding Co., Ltd.
1514 Kona St.
Precision Radio Co.
1160 So. King St.

**ILLINOIS**
CHICAGO
Allied Radio Company
100 N. Western Ave.
Fried's Incorporated
3801 W. 26th St.
Newark Electronics Corporation
223 W. Madison St.
QUINCY
Gates Radio Company
123 Hampshire

**INDIANA**
INDIANAPOLIS
Radio Distributing Company
814 N. Senate
SOUTH BEND
Colfax Company, Incorporated
747 S. Michigan

**IOWA**
CEDAR RAPIDS
Collins Radio Company
5200 C Avenue

**LOUISIANA**
BATON ROUGE
Southern Radio Supply Co.
1112 North Blvd.
NEW ORLEANS
South Radio Supply Co.
1909 Tulane Ave.

**MARYLAND**
BALTIMORE
High Fidelity House
5127 Roland Ave.

**MASSACHUSETTS**
BOSTON
De Mambro Radio Supply
1095 Commonwealth Ave.
Radio Shack Corporation
730 Commonwealth Ave.
CAMBRIDGE
Hi Fi Lab
1071 Massachusetts Ave.
NEEDHAM HEIGHTS
Industrial Electronic Supply
150 A Street
SPRINGFIELD
Del Padre Supply Co.
999 Worthington St.
WELLESLEY
Music Box
58 Central Ave.
WORCESTER
De Mambro Radio Supply
222 Summer St.

**MICHIGAN**
ANN ARBOR
Wedemeyer Electronic Supply
215 N. 4th Ave.
DETROIT
K-L-A Laboratories, Inc.
7375 Woodward Ave.
Pecar Electronics
11201 Morang
Reiss Public Address Systems
7629 E. Jefferson
GRAND RAPIDS
Kaminga Electric Company
1337 Judd Avenue S. W.

**MINNESOTA**
MINNEAPOLIS
Lew Bonn Company
1211 LaSalle Ave.

**MISSOURI**
KANSAS CITY
B-A Hi Fidelity
301 East 55th St.
Burstein-Applebee Company
1012 McGee St.

**NEBRASKA**
OMAHA
House of Hi Fi
4628 Dodge St.

**NEVADA**
LAS VEGAS
Rugar Electronics
517 Tumbleweed Lane

**NEW JERSEY**
CAMDEN
Radio Electric Service Co.
of New Jersey
513 Cooper St.
PATERSON
Magnetic Recording Co.
344 Main St.

**NEW MEXICO**
SANTA FE
Sanders & Associates
70 West Marcy St.

**NEW YORK**
BUFFALO
Buffalo Audio Center
161 Genesee St.
NEW YORK CITY
Camera Equipment Co.
315 West 43rd St.
Harvey Radio Co.
103 West 43rd St.
Lang Electronics
507 Fifth Ave.
Sonocraft Corp.
115 West 45th St.
Visual Electronics
356 West 40th St.
ROCHESTER
Rochester Radio Supply
600 East Main St.
SYRACUSE
W. G. Brown Sound
521 East Washington St.
TUCKAHOE
Boynton Studio
10 Pennsylvania Ave.

**NORTH CAROLINA**
WINSTON-SALEM
Dalton-Hage Incorporated
938 Burke St.

**OHIO**
CINCINNATI
Customcrafters Audio, Inc.
2259 Gilbert Ave.
COLUMBUS
Electronic Supply Corporation
134 E. Long St.
DAYTON
Custom Electronics Incorporated
1918 S. Brown St.
Srepco, Incorporated
314 Leo St.
TOLEDO
Warren Radio
1002 Adams St.

**OKLAHOMA**
NORMAN
Thomson Sound Systems
315 W. Boyd

**OREGON**
SALEM
Cecil Farnes Co.
440 Church N. E.

**PENNSYLVANIA**
PHILADELPHIA
Austin Electronics Inc.
1421 Walnut St.
Radio Electric Service Co. of Pa.
7th and Arch Sts.
ROSLYN
Grove Enterprises
1383 Easton Rd.

**RHODE ISLAND**
PROVIDENCE
De Mambro Radio Supply
1292 Westminister St.

**SOUTH CAROLINA**
COLUMBIA
Dixie Radio Supply Co.
1700 Laurel St.

**SOUTH DAKOTA**
SIOUX FALLS
Warren Supply Co. of So. Dakota
115 S. Indiana Ave.

**TENNESSEE**
MEMPHIS
W & W Distributing Co.
644 Madison Ave.
NASHVILLE
Nicholson's High Fidelity Center
113 - 19th Avenue So.

**TEXAS**
ARLINGTON
Audio Acoustic Equipment Co.
130 Fairview Drive
DALLAS
Audio Acoustic Equipment Co.
5645 N. Central Expressway
EL PASO
Sanders & Associates
1225 East Yandall St.
HOUSTON
Busacker Electronic Systems Inc.
1216 W. Clay St.
Gates Radio Co.
2700 Polk Ave.
MIDLAND
Midland Camera Co.
317 N. Colorado St.
SAN ANTONIO
Modern Electronics Co.
2000 Broadway

**UTAH**
SALT LAKE CITY
Standard Supply Co.
225 E. 6th Street South

**VIRGINIA**
NORFOLK - RICHMOND - ROANOKE
Radio Supply Co. Inc.
RICHMOND
J. M. Stackhouse Co.
5803 Patterson Ave.

**WASHINGTON**
SEATTLE
Electricraft, Incorporated
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Western Electronics Supply Co.
717 Dexter St.
SPOKANE
20th Century Sales Inc.
West 1621 First Ave.

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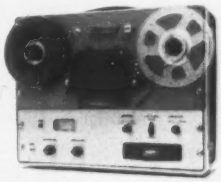

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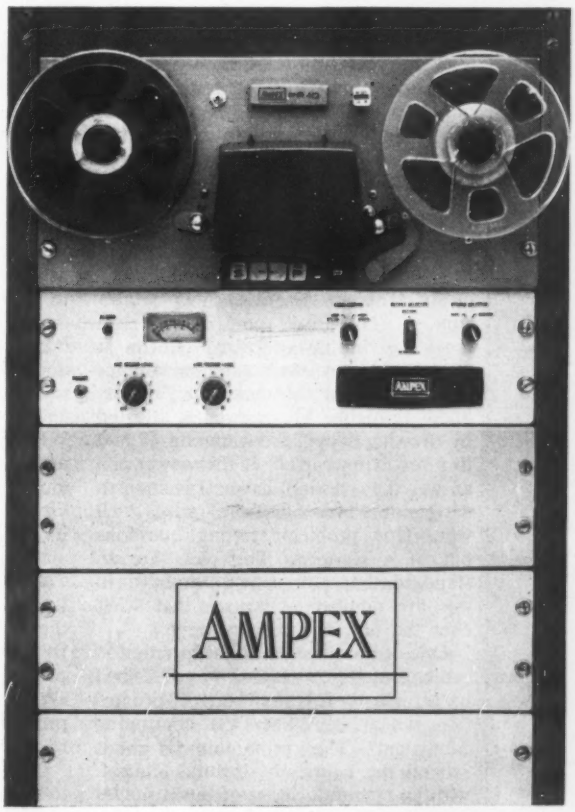


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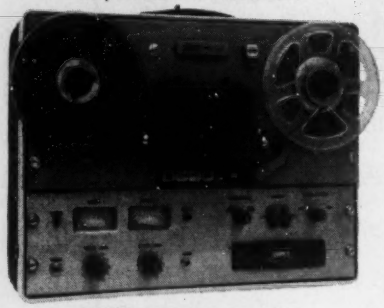
AMPEX PR-10
The newest design advance
in professional recorders



PR-10-2: Stereo/mono recorder
with portable case: $995.00

TRADE IN AT
HARVEY RADIO
Call collect for details on trade-in deals
■
Harvey has a complete stock
on Ampex equipment and parts

hrc HARVEY RADIO CO., INC.
103 W. 43rd ST., N.Y.C. 36, JU 2-3680

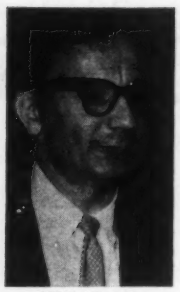
KRNT-TV is
very big in
Des Moines

Big in total audience – see all surveys
Big in total adult audience – see all surveys
Big in service to the community – see Central Surveys
Big in news – five years of dominance – see all surveys
Big in personalities – see Central Surveys
Big in believability – see Central Surveys
Big in local business – see FCC figures
Big in the lives of people in the community – see the people
Big in sales impact – see Katz

KRNT-TV is
Des Moines
Television
A COWLES OPERATION

WTVJ's Toppan

WSM-TV's Cash



WIL's Ruppe

A-K's Owen

emphasis on analyses of rating reports and coverage studies, major presentations on the market and station involved, presentations to specific accounts and industry studies.

Mr. Coler said sales promotion at the local level cannot be separated from audience promotion, and said that promotion men had two main areas to search out: finding new prospects and new ways of selling them.

**Tv audiences** ▪ A number of methods for promoting audiences for television were outlined by Burt Toppan, promotion manager for WTVJ (TV) Miami, and Charles H. Cash Jr., promotion manager of WSM-TV Nashville.

Mr. Toppan's presentation was concerned primarily with a fall film festival at WSB-TV Atlanta and several promotion techniques at his own station. He related how WSB-TV persuaded a number of syndicators to send down stars —at no cost to the station—for personal appearances at the festival location in a local auditorium. Additionally, the station sold booths at the festival to advertisers. It attracted large crowds during the festival's duration, and made a sizable publicity impact even on those who did not attend in person. WSB-TV estimated its cost at $15,000.

Mr. Toppan described how WTVJ runs a "Nite-Bird" club on its late movie, giving away prizes (worth at least $150) to viewers who can answer questions about the movie they're seeing that night. The viewer is selected by drawing a card from among 17,000 in a revolving barrel. If the viewer can answer the question, a wheel is spun to determine which of several prizes he'll win. (One problem: getting questions out of a western. The plots are so standard that you sometimes have to ask the number of horses that went over the hill in a certain scene.)

One of the most ambitious promotion projects of the convention was described by Mr. Cash. It is the "King 4" promotion which is WSM-TV's continuing campaign. The promotion is built around the figure of a rotund King 4, with an elaborate series of taped jingles featuring the four King Sisters. The station commissioned the music, and Mr. Cash did the lyrics. After showing kines of a number of the jingles, Mr. Cash startled the promotion people by saying the whole package cost only $5,000.

WSM-TV carries out the King 4 theme in advertising, blazers worn by its salesmen, billboards, bus advertising and the like. Audio copies of the jingles, and instrumental-only versions, are getting plays all over Nashville, he said.

**Cross-media promotion** ▪ The use of cross-media promotion was urged by Michael Ruppe, promotion manager of WIL St. Louis, and John Owen, director of promotion for Avery-Knodel, New York. Mr. Ruppe made the point that radio and television must practice what they preach—that is, they must advertise. Whatever media are used, he said the basic purpose of the advertising is to make people aware of programming, personalities, news coverage and service to the community.

Mr. Owen brought to the panel discussion a sampling of the ways the stations Avery-Knodel represents use cross-media promotion. Examples: WTEN (TV) promotes guest stars on that night's *Jack Paar Show* on a radio station (WROW) (both stations are Albany-Schenectady-Troy). WKBW-TV Buffalo used outdoor billboards to plug a change in show time of its *Early Show* during the weeks just after Labor Day when many viewers "could still enjoy outdoors without snowshoes," then shifted to newspapers as the days grew colder and the audience went back indoors. WHBF-TV Davenport-Rock Island, Ill., used 182 spots on 11 stations to promote its fall schedule. WKZO-TV Grand Rapids-Kalamazoo, Mich., uses its call letter slides to promote programs on its radio companion.

**Trade press:** An editorial and advertising analysis of trade publications in the radio-tv field was offered during a BPA panel headed by Montez Tjaden, promotion director of KWTV (TV) Oklahoma City, and Paul Woodland, promotion director of WGAL-TV Lancaster, Pa.

Miss Tjaden said "I'm just too lazy to write all those stories that don't get published." Accordingly, she offered her audience the results of a questionnaire survey of leading trade publica-

KWTV's Tjaden

WGAL-TV's Woodland

tions concerning the types of stories they prefer, the kinds of pictures they'll use and the deadlines for various kinds of copy. Among the answers: no "puff" stories wanted, success stories always welcome.

Addressing himself to the matter of advertising in the trade press, Mr. Woodland set two main criteria for promotion men to use in selecting the paper they'll use: (1) decide what you want to say and (2) decide to whom you want to say it.

## MAKING PROMOTION PAY

### TvB, RAB execs tell BPA how, why it must be done in '60s

Tips on how the Television Bureau of Advertising and Radio Advertising Bureau might be most effectively utilized were passed along to the Broadcasters Promotion Assn. Monday in New Orleans.

Edward H. Armsby, director of sales promotion and presentation for TvB, presented that organization's case, and Miles David, vice president, appeared for RAB.

Mr. Armsby told the promotion executives that television's big task in the next 10 years will be first to keep up its share of advertising billings, and then to enlarge upon it. Predicting that the "pie" from which television must cut its share will double by 1970, he said tv will have to add another $1.3 billion (twice the current amount) just to maintain its current 13.6%. Of this, TvB calculates that $506 million can be justified on audience growth. The remaining $824 million will have to come in rate increases. "Tv will never be as inexpensive as it is today," Mr. Armsby declared.

These are the reasons why promotion people must accelerate their pace in the next decade, he said. As to "how" they can do it, Mr. Armsby detailed these steps: concentrating on sales promotion among the retail accounts, who must contribute much of the necessary increase in tv billings; instituting new research programs to prove to advertisers the effectiveness of their campaigns; encouraging editorializing by their stations, because the aura of importance created by editorials rubs off on commercials; helping the national sales rep by providing the information he needs to close national sales; pushing color, because color homes spent more time viewing.

**How RAB Helps** ▪ Radio has been through both "hell and great growth" during the 50's, according to Miles David of RAB. It now stands ready to move ahead vigorously during the 60's—provided stations use the available tools of their trade in the most effective manner.

While encouraging intensified sales efforts by the sales promotion specialists, Mr. David sounded a note of warning—don't go half way. "It's better not to pitch at all than to pitch a thin, non-knowledgeable presentation."

Among the things he advised radio to concentrate on is enlarging the number of real, as contrasted to fringe, accounts. At least $50 million in annual billing is available in the department store area alone if stations will but develop it, he said.

Relating how RAB prepared a presentation for a supermarket prospect, Mr. David said it first made a thorough study of the supermarket business itself, then studied the problems of the particular division of the chain, conducting research both in the client store and those of its competitors. Using that information RAB prepared a "platform" of needs for the store, and then—and only then—developed and pitched a particular radio strategy to fit that platform.

The recent emphasis in radio promotion is toward audience rather than sales goals, Mr. David said, citing RAB statistics which show the average station now puts 53.2% of its promotion budget into the audience area.

### KABC moves Nov. 26

KABC Los Angeles will move Nov. 26 from 1539 N. Vine St., to 3321 S. La Cienega, with operations to start the following morning from the new building, which will house six studios plus offices for the personnel of KABC and the ABC Radio western division. Frank Marx, ABC vice president in charge of engineering, designed the building.


FINE

WE NEED MANY MORE LIKE THEM. LESS OF SOME OTHERS!

THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!

SEE PAGE 53



T

Tra·di·tion

(trə-dĭsh′ŭn) *n.*

1. the oral transmission of information

2. *e.g.* November 19, 1954 to the present; six years of editorial history on **wmca.**

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

## Sarnoff's forecast: bright horizons ahead

The role of broadcasting, and particularly television, as "the major instrument" in the presidential campaign did more to help erase the stigma of the quiz scandals than any other single achievement of the past year. That was the message NBC Board Chairman Robert W. Sarnoff brought to the Broadcasters Promotion Assn. in his keynote address.

And the development of modern broadcasting, coupled with modern transportation and other communications, now dictates a change in the entire manner of choosing a president, and particularly in campaigning for that office. Mr. Sarnoff called for shortening the campaigns by at least six weeks—"our political timetable is as much a relic as the buggy whip," he said.

Mr. Sarnoff noted that the "Great Debates" and other campaign coverage was the most widely hailed in the history of broadcasting, and, ironically, "the one for which broadcasters have had to argue longest and hardest for a chance to present." He was referring to the long fight for a change in the Sec. 315 (equal time) requirements, amended temporarily this year to exempt broadcasters from providing time to splinter candidates matching that given the two major candidates.

This temporary relief should now be made permanent, he said, and also be extended to state and local contests. But its being made permanent is in itself no guarantee that the "Great Debates" will occur again in 1964. It might be to an incumbent President's advantage not to give his opponent a platform, Mr. Sarnoff noted. While admitting that it might be to the candidate's advantage to deny his opponent the forum, Mr. Sarnoff said it's to the public's advantage for both to be as well known as possible.

**No Hiatus** ▪ Broadcasters will not have the chance to repeat their prestige-gaining performance of the campaign for another four years, he observed, and as the industry's critics will not be silent during this period, broadcasters must concentrate in other directions to maintain the position they've gained. The area for this push is news and public affairs programming, Mr. Sarnoff maintained. Enumerating what NBC-TV alone has been doing in this area, he said 40 broadcast hours have been devoted to United Nations affairs, 17 hours to the Summit Conference and the various trips of heads of state here and abroad, 98 hours to preconvention and convention coverage, and 40 hours to the campaign and the election—all in addition to the regularly scheduled public affairs shows. Over 190 hours of prime evening time will be devoted by the three tv networks to such programming this season, he said. Sponsors, too, are showing increased interest in these programs, Mr. Sarnoff observed.

The NBC executive called on promotion managers to accelerate this development in the news-public affairs area. He asked them to encourage management to clear time for such programs, and then to devote as much effort to promoting audience for them as for entertainment programs. This is an important image-building function, he said.

## AB-PT'S extra stock dividend

Directors of American Broadcasting-Paramount Theatres Inc. have declared an extra stock dividend of 2% on common stock in addition to the regular fourth-quarter cash dividend of 25 cents per share on the outstanding common and preferred stock, payable Dec. 15 to holders of record on Nov. 25. The stock dividend is payable Dec. 28 to stockholders of record on Nov. 25. The extra dividend is said to reflect the 44% increase in nine-month earnings of $7,522,000 from $5,226,000 in the like 1959 period.

## N.Y. etv network proposed

The establishment of a statewide educational tv network in New York, linking together all state-operated colleges, was proposed last week by a three-man committee which issued a report on a long-range program to revamp higher education in the state. The report, presented to Gov. Nelson Rockefeller, suggested that private colleges and universities could be included in the proposed educational tv network, if they so desired.

MORE POWER TO YOU!!!

THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!

SEE PAGE 53

# NETWORKS ON 'STAND-BY'

## Talent strike threat pends following breakdown of negotiations with AFTRA, SAG over fees

The television and radio networks placed supervisory and non-union personnel on a stand-by basis over the weekend against the possibility of a strike by the American Federation of Television & Radio Artists.

Negotiations broke up early Wednesday morning (Nov. 16) after the contract deadline had expired at Tuesday midnight and no further word was heard from either AFTRA or the Screen Actors Guild, which was negotiating jointly with AFTRA in the crucial area of "wild spot" commercials. The networks made emergency preparations for personnel and substitute programming, even though there were indications that a decision to strike conceivably would not be made until some time this week —if it eventuates at all.

This view was strengthened by reports that Donald F. Conaway, national executive secretary of AFTRA, had flown from New York to Los Angeles on Thursday (Nov. 17) and to Chicago the next day to obtain the guidance of the local union strategy boards. Another factor that tends to mitigate against a strike call over the weekend is a meeting scheduled in Los Angeles tonight (Nov. 21) by SAG, which plans to discuss the progress of negotiations with its members and announce the results of its mail referendum for strike authorization. It was believed that neither AFTRA nor SAG would call a strike until the SAG meeting is held.

**Jurisdictions** ▪ AFTRA's contract is with the networks and covers live and tape programming and live and tape commercials. SAG's contract is with the Film Producers Assn. of New York, and covers film and tape commercials. This marked the first time that AFTRA and SAG negotiated jointly in what was viewed as an attempt to equalize rates for performers.

The "equality" approach proved to be a key issue in the negotiations, centering largely on the spot tv commercial area. AFTRA and SAG, initially seeking a new unit formula that would raise fees as high as 1,400% over present federation rates (BROADCASTING, Oct. 31), reportedly made a final offer Wednesday morning that would increase AFTRA fees by about 25%. Management countered with an offer of an increase that would raise present SAG fees between 20-25%. The unions rejected this proposal, said to be management's final offer, claiming that this offer would not bring fees up to AFTRA levels under the contract that expired last Tuesday. SAG's fees for 13-week use of a spot commercial presently are lower than AFTRA's (BROADCASTING, Nov. 7).

Sources close to the unions said that in other areas of negotiations, including network tv commercials, local tv program commercials and network tv programs, the rates offered by the networks would fall below the old AFTRA scale, though would be above the SAG scale. For example, the single use of a commercial on a tv network calls for a fee of $95 under the AFTRA contract that expired last week while management offered $93. For the second use, management reportedly offered $70 as compared with $85 under the old AFTRA scale. Similarly, for long-term use of network commercials, management was said to have insisted on scaling down AFTRA's fees and offering raises based on the lower SAG scale.

**Advertising Support** ▪ Representatives of the American Assn. of Advertising Agencies and the Assn. of National Advertisers sat in on the negotiations, which began in late September, and though they were there officially as observers, it was repored they influenced strongly the decision to hold the line on increases.

The networks also face the threat of a "cooperation" maneuver by other union members employed at the networks. Late this summer the various labor organizations in broadcasting held a meeting at which they pledged to explore "areas of cooperation." On Wednesday (Nov. 16), a fact-finding committee of the broadcast unions held a meeting in New York, at which the AFTRA-SAG situation was discussed. No announcement was made, but presumably the talent unions asked the other labor groups to respect their picket lines. It was reported that the executive boards of the various unions planned to discuss the AFTRA-SAG situation and come to a decision on the extent of

SINCE THE ADULTS ARE FORCED TO WATCH, IT'S NICE TO HAVE SOMETHING THEY CAN ENJOY, TOO!
THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!
SEE PAGE 53

JOHNNY DOLLAR

**Sponsors and audiences get their money's worth from Johnny Dollar. This solid, successful private-eye series consistently keeps listeners on the edge of their seats. That's why they're attentive to your selling message, too. Each high-tension episode is built around flash-back dramatizations of Johnny's expense account for the case he's just solved. When you audit this show carefully, you'll put your O.K. on it, too. *In all radio*, Johnny Dollar is the kind of company you keep**

ONLY ON CBS RADIO

Outstanding Values in Broadcast Properties

| | |
|---|---|
| Fulltime operation in a multiple station market. Area has great advertising potential yet to be realized. Good for an owner-operator. $25,000 down and balance over 6 years. | MID-ATLANTIC $75,000 |
| Successful daytimer with good ratings in a top 100 market. Operated in the black and steadily growing. Engineering completed to go fulltime. 29% down and liberal payout. | SOUTH CENTRAL $150,000 |
| Fulltime facility in exceptionally large single station market. Good past earnings record with potential for even greater profits. $50,000 cash, balance on realistic terms. | EAST $175,000 |

**BLACKBURN** *& Company, Inc.*

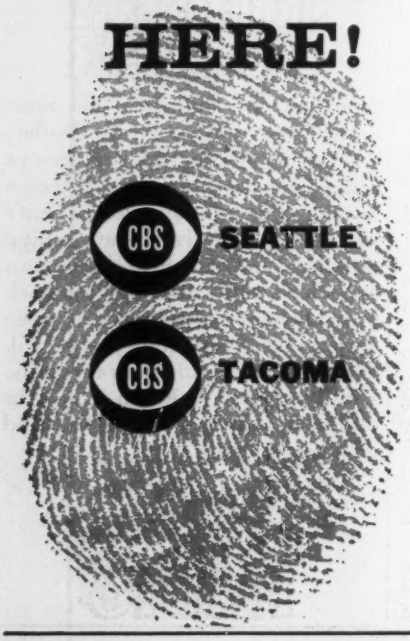
RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

| WASHINGTON, D. C. | MIDWEST | ATLANTA | WEST COAST |
|---|---|---|---|
| James W. Blackburn | H. W. Cassill | Clifford B. Marshall | Colin M. Selph |
| Jack V. Harvey | William B. Ryan | Stanley Whitaker | Calif. Bank Bldg. |
| Joseph M. Sitrick | 333 N. Michigan Ave. | Robert M. Baird | 9441 Wilshire Blvd. |
| Washington Building | Chicago, Illinois | Healey Building | Beverly Hills, Calif. |
| STerling 3-4341 | Financial 6-6460 | JAckson 5-1576 | CRestview 4-2770 |



PUT YOUR FINGER HERE!




**A MARKET BIGGER THAN PITTSBURGH**
**. . . bigger than Boston and Jersey City combined**

The Puget Sound area served by KTNT-TV includes 1½ million people with incomes greater than the national average. Besides Seattle and Tacoma, there are four other major cities within this station's listening area.
Before you buy TV on the West Coast, get the complete KTNT-TV story from WEED TELEVISION.

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area


cooperation, if a strike materializes.

The networks have prepared for such a contingency, and, in recent weeks, have speeded up the technical training of management and other non-union personnel. Two years ago, these employes manned cameras and other equipment when the International Brotherhood of Electrical Workers struck CBS and last year non-technical workers kept NBC on the air when the National Assn. of Broadcast Engineers and Technicians struck.

Television networks plan to use "repeats" of old programs, when necessary, to replace live and tape programming that would be affected by a strike. For daytime serials, they plan to use film serials they have in their libraries. Supervisory personnel would assume the duties of announcers and other personalities that would be involved in the strike.

Networks pledged to keep their tv and radio operations going, even if a strike developed, and indicated they had the support of advertisers and agencies. SAG's strike would be against tv film producers of commercials in the East and no immediate pinch would be felt, as advertisers traditionally produce their film commercials well in advance of presentation.

## Changing hands

**ANNOUNCED** ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WEZE Boston, Mass.—Application filed for sale by Charles Sawyer to J. P. Williams for $340,000. Mr. Williams is executive vice president of Mr. Sawyer's radio properties (WIZE Springfield, WCOL Columbus, both Ohio, and WKLO and WEZI (TV) Louisville, Ky. Mr. Sawyer, Ohio publisher and Secretary of Commerce in President Truman's cabinet, bought WEZE in 1957 for $252,500. WEZE is 5 kw on 1260 kc and is affiliated with NBC.

**APPROVED** ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* For


CHILDREN 8, 7 & 5 YEARS OLD DIDN'T TAKE THEIR EYES OFF THE SET!!!!!!

THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!

SEE PAGE 53

THE RECORD, page 107).

▪ WBIR-AM-FM-TV Knoxville, Tenn.: Sold by Taft Broadcasting Co. to WMRC Inc. for $3¼ million. WMRC Inc. owns WFBC-AM-FM-TV Greenville, S. C., and is 48.8% owned by the *Greenville News* and *Piedmont*, 9% by Robert A. Jolley and family and others. The News-Piedmont Co. also owns the Asheville (N.C.) *Citizen-Times* (WWNC Asheville). Taft Broadcasting Co. one year ago paid $2.1 million for a 70% interest in the WBIR stations; it owned the other 30% previously. Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

▪ KDON Salinas, Calif.: Sold by Richard P. and Sherley E. Bott to John B. Rushmer for $350,000. Mr. Rushmer was formerly Dean of the School of Business Administration, University of Kansas City.

## The expected happens unexpectedly at ABC

### JOHN DALY QUITS AS NEWS HEAD IN POLICY SQUABBLE

John Daly, vice president in charge of news and public affairs for ABC, resigned last week as a result of "fundamental policy differences," immediately rekindling speculation that White House News Secretary James Hagerty would move to ABC in that role or a modified version of it.

Mr. Daly's resignation came as "unexpected but not a surprise" to most observers. Reports had circulated intermittently for several months nominating Mr. Hagerty as his possible successor. ABC spokesmen declined to comment on these reports both before and after Mr. Daly's resignation. Mr. Daly himself appeared to support the view that Mr. Hagerty was not involved, reportedly telling staff members that "the whole thing," referring to events leading to his decision to resign, happened in 24 hours.

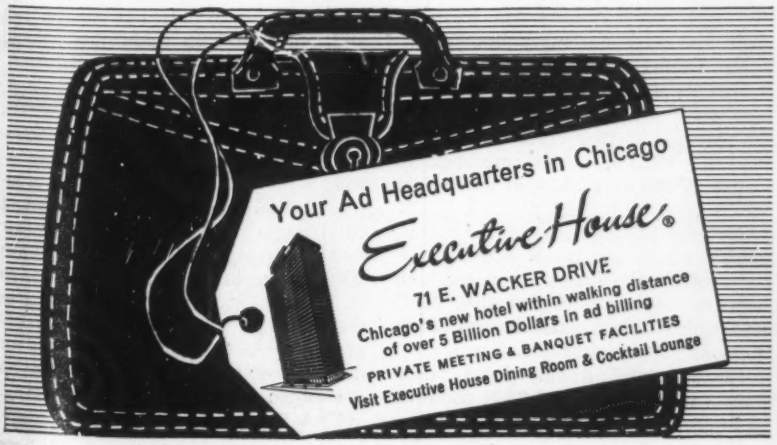
Shortly after the resignation news broke on press service wires last Wednesday (Nov. 16), ABC announced that the resignation had been accepted and that pending selection of a successor, "Thomas Velotta, vice president in charge of special programs for the ABC News and Public Affairs Dept., takes over the administration of the department immediately."

Authorities said the resignation applied to Mr. Daly's evening newscasts on ABC-TV and ABC Radio as well as to his executive post. But they said they did not know when he would be replaced on the newscasts or by whom. His resignation was said to defer the effective date by 30 days unless management wished to make it sooner.

Mr. Daly indicated to members of his department that he objected to what he considered inroads made on the authority of his department and that "the straw that broke the camel's back" was ABC's decision to hire an outsider, Time Inc., to co-produce four one-hour documentary programs for the Bell & Howell *Close-Up* series (see story page 91). He said this decision violated the traditional concept that news and public affairs shows should be produced by the network, no outsiders.

In another instance of so-called encroachment on the authority of Mr. Daly's department, it was pointed out, responsibility for sports broadcasts some time ago was transferred to the general programming area.

In addition to his work as nightly newscaster and head of news and public affairs, Mr. Daly has been "anchor man" in ABC's coverage of such marathon events as the political conventions and election results. He also is moderator of *What's My Line?* on CBS-TV, one of television's oldest and most popular programs. He said he would continue on that program.



Your Ad Headquarters in Chicago
Executive House®
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

# STATIONS FOR SALE

**SOUTH**

**MISSISSIPPI FULLTIMER—**
**$250,000.00**
**In one of the most beautiful and fastest growing markets—grossing over $150,000.00 yearly and constantly increasing. A good money-maker, good equipment, valuable real estate, serving over 200,000 people, well accepted good music station.**

**SOUTHWEST**

**ROCKY MOUNTAIN**
**AM-FM COMBINATION**
**This is a 250 watt AM with application for a kilowatt plus 3kw FM in a fine little market. Owner needs to sell and will take less than property is worth. Station is in the black, has high asset value and owns very attractive building. Priced $80,000 to $90,000 depending on terms.**

**On both of these properties please contact—**

**DALLAS**
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

**WEST**

**Profitable fulltime absentee-owned radio station in one of the most attractice, extremely fast-growing areas in California. Priced at $150,000.00 with 29% down and balance over ten years.**

**SAN FRANCISCO**
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

# NAB

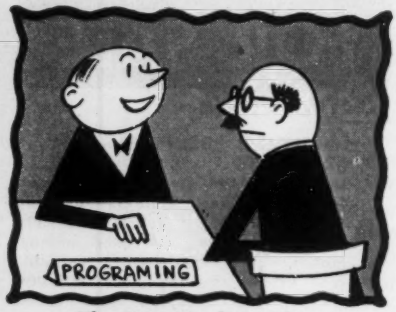
## FALL CONFERENCES

**CHICAGO** (today and tomorrow)
**NOVEMBER 21-22**
Representatives of Hamilton-Landis & Associates, Inc. are in attendance.

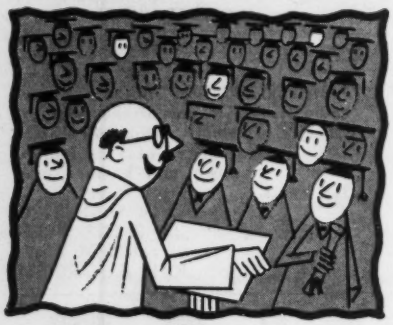
**NEW YORK CITY**
(one week from today)
**NOVEMBER 28-29**
This is the final NAB Fall Conference Meeting. John D. Stebbins and Ray V. Hamilton of the Washington, D. C. Office who cover the East will be registered at the Biltmore Hotel in New York. We shall enjoy seeing you at the New York NAB Conference.

**HAMILTON-LANDIS & ASSOC., INC.**
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

# Far-Reaching!




**The 5 A.M. slot is the only one open, professor.**



**"Six months ago we never realized —"**

We're exaggerating here, of course, but the far-reaching effect of Channel 6 has surprised more than a few people. It covers 2/3 of Maine's retail sales and 1/4 of New Hampshire's.

Your Weed TV man will tell you more.

**WCSH-TV 6**

**NBC for PORTLAND MAINE**

**MAINE BROADCASTING SYSTEM**

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta


# NBC RADIO IS OPTIMISTIC

## Affiliates told operation out of financial woods looking for areas of possible future expansion

An air of confidence brighter than any they've displayed in 10 years marked the presentation put on by NBC Radio officials at the annual convention of their affiliates last week.

They not only were out of the woods and into the sunshine financially, they told the approximately 125 radio broadcasters on hand, but they were talking again in terms of expansion rather than curtailment.

NBC Chairman Robert Sarnoff said the expansion being considered was an extension of operations to a round-the-clock basis. He cited some of the reasons for considering such a move: radio has flourished in recent years partly because of its "responsiveness to a whole variety of specialized needs," and "night workers and early risers" constitute a sizeable "specialized" audience not now being reached by network radio. In addition, the coast-to-coast time differential shortens the night on a national basis and makes more listeners available: "A network news broadcast for those who stay up late at night in Los Angeles can also serve the predawn risers in New York."

**Not Set** ▪ Whether the network actually will extend its present 18-hour day to 24 appeared to be considerably short of final decision. Mr. Sarnoff called it "a study project." Other informed officials doubted it would happen soon if at all, but they said that, even so, the possibility should not be discounted. It is the one way, they said, by which NBC Radio operations could be expanded.

If it does happen, they said, the extension will be made by running the present format—essentially *News on the Hour* and *Emphasis* news analysis and features on the half-hour—on through the night, rather than by introducing new programming or even *Monitor* type programming for the late-night and early-morning hours.

**No Cutbacks** ▪ While the affiliates heard this possibility of network expansion, they also were told that there is no plan for further curtailment. William K. McDaniel, vice president in charge of the network, said the format which went into effect the first of the year—emphasizing news, special events, news features, and the weekend *Monitor* service—had worked well for both network and stations and that NBC Radio plans "no further changes or reductions" in this schedule.

He said NBC Radio, which raised rates a few months ago, "will continue to improve its rate structure."

NBC President Robert E. Kintner joined Mr. McDaniel in claiming title for NBC Radio as "the No. 1 radio network" in terms of business, ratings and image, "and by any other standard." They contended NBC Radio accounts for approximately 47% of all the commercial time in network radio and more than 50% of the dollar billings.

Both President Kintner and Mr. McDaniel, along with Station Relations Vice President Harry Bannister, charged that CBS Radio's new format—eliminating daytime serials and stressing news, news features and personality programming —was virtually a carbon copy of NBC Radio's concept. "The only thing they haven't copied from us," Mr. McDaniel claimed, "is the payment of compensation to affiliates."

Mr. Bannister charged that the opposition "leadership" had evidenced itself primarily in "price cutting and reduction of compensation."

**A Long Way** ▪ The NBC officials stressed the progress NBC radio had made, economically, from heavy losses a few years ago—losses then running at a rate of $4.5 million a year, according to Mr. Kintner, to a profit situation this year for the first time since television became a dominant medium. Chairman Sarnoff summed it thus: "We've had to travel a long way for this meeting—not in miles but in years."

The network is now "fully in command of our problems," he added.

Mr. Bannister reported that stations once again—as distinguished from a few years ago—actively want a network affiliation. It's a far cry, he said, from just a few years ago when NBC had to buy a station in Pittsburgh (WAMP) in order to get a radio outlet in that market.

He told the group that Storer Broadcasting Co. has only one station still affiliated with CBS Radio and "would like to get on NBC."

**Role of News** ▪ Chairman Sarnoff, President Kintner and other officials credited NBC News' performance—Mr. Sarnoff called it "superlative"—with a big role in NBC Radio's progress, and said the news operation would continue to move ahead. Mr. Kintner said "a great part" of the credit also should go to Mr. McDaniel and George A. Graham Jr., vice president and general manager of the network; to programs vp Al Capstaff and the concept of *Monitor;* to the affiliates executive committee under George Harvey, WFLA Tampa, and to affiliates gener-

ally for their clearances and support.

Mr. McDaniel cited several stations which he said had made notable progress under NBC Radio's current program format. He said that WSPD Toledo increased audience share 40% in the morning and 13% in the afternoon and is ranked No. 1 in its market morning, afternoon and evening; that WDAF Kansas City increased morning audience 13% and afternoon audience 62%; that WMAQ, NBC owned station in Chicago, increased its morning share 60%, its afternoon share 64%, and that WNBC, the network's owned outlet in New York, boosted its morning share 27% and afternoon share 83%.

**Affiliates' Endorsement** ▪ Another highlight of the radio convention was a slide presentation by Mr. Graham on the "four keys of leadership" report on NBC Radio's standing in audience, efficiency, selectivity and advertiser acceptance, and its research identifying the 35-to-49 age group as the most profitable sales prospects for advertisers (BROADCASTING, Oct. 31).

After the NBC officials' presentation the affiliates "unanimously" authorized Chairman Harvey to issue a statement commending the network and its officials for cooperating with affiliates in adapting its programming "to the best interests" of affiliates, for paying compensation to affiliates, for "clear leadership in news coverage and public service" and for rising to "the undisputed No. 1 network position during 1960." Messrs. McDaniel and Graham were specifically singled out for commendation.

# Sarnoff buries the hatchet—in ABC-TV

## IT'S 'THIRD NETWORK' FOR GOOD REASON, HE TELLS AFFILIATES

NBC Chairman Robert Sarnoff charged last week that ABC-TV is pursuing short-sighted policies that would degrade all of television and hurt the long-range image and economic interests of "every broadcaster" if they gain wide acceptance.

In one of the most blistering attacks ever directed in public by one network against another, Mr. Sarnoff called ABC-TV a "narrow-gauge network" programming primarily for mass audiences; he also accused it, at least by implication, of depressing station rates, manipulating audience claims and buying affiliations.

Mr. Sarnoff spoke at the Thursday luncheon of the NBC affiliates convention (see stories page 88). He was greeted by applause when he said ABC-TV's "spotty efforts" in news and public affairs programming reminded him of Samuel Johnson's remark about a woman preaching: "Like a dog's walk-on his hind legs, it is not done well, but you are surprised to find it done at all."

**Praise for CBS** ▪ He had good words to say about CBS as well as NBC: "There are two networks that compete fully in all fields of the total audience service to which they are both dedicated; except for the field of color, where NBC is pre-eminent—and alone. We regard CBS as a worthy competitor and we take deep satisfaction in the continuing headway NBC has made in this competition." In some areas—volume of sponsored programming, news and public affairs—he said NBC is now ahead of CBS.

For ABC he said words such as "incomplete broadcasting," "manipulation of numbers," "short-range" goals and "narrow service," and "actions that tend to weaken the whole broadcasting economy and the maintenance of quality programming." His speech obviously was intended not only for general affiliate consumption but also for advertisers and —not least—specifically affiliates in two-station markets and any that might be inclining to clear more for ABC than NBC. He said:

". . . Recently, on a scattered basis, both NBC and CBS have some loosening of [affiliation] ties as a few affiliates have put their chips on short-range opportunities for a larger profit. An affiliate who shops around, using as the sole standard the highest-rated program available to him for each period, destroys his ability and his network's ability to offer a full service; and he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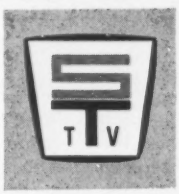
SEE PAGE 53



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forecloses from his schedule programs designed and developed for the special values they will add to the service in his community.

"The effects of this practice are, of course, aggravated in the two-station markets, where it is more prevalent than elsewhere—even though these are the very communities where the public has limited choices and where a full-service schedule is particularly important."

**Plenty for All** ▪ Mr. Sarnoff voiced belief that "we are entering a period in which a growing economy will enable three television networks to prosper, each in its own way. Each of us—and each of you—must choose his own way, must determine whether we want to cash in by watering the stock of broadcasting or to build prosperity on a tradition of broad service, creativeness and responsibility."

The NBC chief said television had demonstrated during the past year that it is a "national information service." Moreover, he said, this service "depends on the initiative of the networks," and a full-service network must (1) program primarily entertainment with broad appeal, but with different types of programs appealing to various levels and groups; (2) serve as "the swiftest, most vivid medium of information ever devised," in all areas of information (3) "keep moving ahead not only in the quality and range of its programming but in the technical development of television." he continued:

"Two of the networks pursue these objectives and this philosophy of maximum service to the total audience. The third network has a different philosophy and a different set of objectives, and has been successful within its own terms. But this success—and its claim to leadership—has to be judged within the narrow limits of its terms and objectives."

**No Short Cuts** ▪ The true measure of a network, Mr. Sarnoff continued, "is not a fleeting thing, and it cannot be built upon the manipulation of numbers. We can see the latest example of the numbers game in this week's claim. It reflects a period in which paid political broadcasts were heavily concentrated in the last weeks of the campaign. The political sponsors have always been very shrewd buyers and the bulk of their evening business was placed on NBC and CBS, with most of this time bought on our network. While this was a tribute to NBC as an advertising and information medium, these political broadcasts repeatedly pre-empted our popular entertainment shows and disrupted the flow of our regular programming. The resulting rating advantage given the third network is grist for the type of promotion that feeds on numbers, but never discloses what lies behind them.

"As for ratings, we at NBC naturally want massive audiences for our entertaainment programs, but we also want to provide—and we do provide—the many other ingredients of a full network service. We would not be content to rest our whole position on mid-evening ratings, because NBC is a round-the-clock network, not a 7:30-10:30 p.m. network; a truly national service, not a 24-market, Nielsen multi-network operation."

**The Penalties** ▪ There are penalities he said, for a network that "sets its sights on the short range and the narrow service. One of them is to remain third among the networks in total weekly viewing—the measurement that reflects the audience for a network's total service. Another is to suffer the embarrassment of a poor third position even when all three networks are presenting identical programming—as for example, in the case of the 'Great Debate.' And the same public reaction to such a network also gives it a poor third position when all three networks

## What an agency man thinks about station promotion

One agency man's outlook on broadcast promotion was laid on the line during the opening morning session of the BPA convention last week. That came from Joseph Epstein Sr., executive vice president of Fitzgerald Adv., New Orleans, who spoke on "100,000 Whats and What-Nots."

Although Mr. Epstein came up with fewer than that, he did list a number of specifics for consideration of the BPA members. Among them was a description of the role promotion can play in affecting an agency's decision in a particular campaign. As he related it:

First the advertiser decides to spend $12 million in a new campaign.

He decides to put it all in spot tv.

Then all stations raise their rates.

Then the advertiser finds it will cost $25 million to buy all the stations.

Then come the decisions about which stations to buy.

The stations under consideration fall into three categories:

Overwhelmingly on top (and therefore included in the buy).

Underwhelmingly on the bottom (and therefore out of it).

The tossups.

Most of the stations fall into this last category, Mr. Epstein said, "which is why we have to spend so damn much money for so damn many time-buyers." It's in this area of the tossup station that promotion has its biggest opportunity to play a role in the buying decision.

Speaking of the entire area of broadcast promotion, Mr. Epstein broke it down into five parts: image promotion, merchandising assistance ("what you do *for* the advertiser"), sales promotion ("what you do *on* the advertiser") and that which is "designed to kid the advertiser, the agency or yourself."

Mr. Epstein

**Why the Difference** ▪ As evidence that he thought audience promotion played an important part in the success of individual stations, Mr. Epstein cited the disparity in ratings for the same network show in different markets. At least part of this difference must be credited to promotion—or lack of it. Network programming by itself will not carry a station, he said.

Mr. Epstein said that in his opinion on-air promotion was the least effective method a station could utilize because it reaches only the people a station already is reaching. If the station is looking for new viewers he recommended turning to other media to find a larger untapped potential.

Mr. Epstein placed emphasis on the merchandising assistance stations can give their advertisers, and particularly advised them to report back to the advertiser in great detail concerning the merchandising they've provided.

cover an identical event with their own productions—as in the case of the conventions and elections. By the same token, in the field of sports coverage, the image of the third network is reflected in the loss of audience suffered by such established events as boxing and NCAA football when they move to it from a full-service network."

Mr. Sarnoff said, "NBC's leadership in news has a very long life expectancy" because it is "young, vigorous and resourceful," managed by "pros like Bill McAndrew (vp in charge of news) and Julian Goodman (manager of news and public affairs)." Moreover, he said, "its newsmen do not regard their job as communing with themselves or The Deity; nor do they ever confuse the two."

He singled out NBC President Robert E. Kintner for special commendation. Mr. Kintner, he said, is a "managing editor" who "more than any other man . . . is responsible for raising NBC news to its present position by giving it imaginative guidance—and then giving it its head to operate on its own high professional standards."

**Color up 80%** ▪ Color tv, he said, is "another bright thread in the pattern of NBC's leadership." He reported that this year NBC is presenting more than 1,000 hours of color and is constantly stepping up the pace: "In the last three months of the year we are offering 80% more color than during the same period just a year ago."

## Adam Young to retreat from fm rep business

Adam Young Fm Sales, New York, is in the process of disbanding after six months of operations. Adam Young, president of the short-lived fm rep firm (BROADCASTING, June 13), said last week that am stations represented by Adam Young Inc. felt the new organization was in competition for the same advertising dollars. He stated that "while we didn't consider it direct competition, the am stations did . . . and so we revised our thinking. After getting into it [fm sales] with both feet, we found we could not be in both am and fm fields." Mr. Young said that the some 20 fm stations involved have been notified of their severance, which becomes effective about the end of the year, and it's hoped in the meantime that all will be able to find another rep.

## TIME DOCUMENTARIES
### Four news specials may mark increased tv production

ABC-TV will co-produce with Time Inc. four one-hour documentaries this season. The first is "Yanki, No!" set for Dec. 7, 10-11 p.m., as part of the Bell & Howell *Close-Up* series of news specials.

"Yanki, No!", dealing with communism in Latin America, was suggested by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. The network retains creative and editorial control over production of the series, ABC-TV said, emphasizing later in a supplementary "clarifying" statement that the idea had been ABC's, that Mr. Goldenson brought it up last July and was in touch with New York about it during a Latin American tour he made. The clarification appeared when the news of John Daly's resignation from the network's news vice presidency (see page 87) was being made known.

**In Production Race** ▪ "Yanki, No!" serves to spotlight what may be Time's entry into increased production for audiences outside its own broadcasting division (KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.) There are no formal plans, little staff and no sales organization, but activity has been steady the past year, culminating in the four-hour network deal (other hours will go on the air in February, March and April, ABC said).

Robert Drew, developer of a "candid" motion-picture technique to be seen in "Yanki, No!" was reassigned last January from editor's post on *Life* magazine to the Time broadcast operation.

## Media reports...

**KTTV (TV) in N.Y.** ▪ KTTV (TV) Los Angeles on Dec. 1 will open permanent New York offices at 420 Madison Ave. Jack Duffield, account executive and former merchandising manager, will be in charge with the title of eastern sales and marketing manager. The New York office is designed to assist Blair-Tv, the station's national sales representative, in serving KTTV's eastern clients and agencies.

**On the move** ▪ The Los Angeles office of The Katz Agency Inc., will move into new quarters at the Lee Tower, 5455 Wilshire Blvd. on Dec. 15. Phone is Webster 3-8171.


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# The road that lies ahead for radio-tv

## McCOLLOUGH, FORD OFFER THEIR VIEWS AT NAB REGIONAL MEETING

Freedom for broadcasting from the shackles of Sec. 315 in the future was foreseen by Clair R. McCollough, Steinman stations executive director and chairman of the NAB Policy Committee.

Mr. McCollough, who has been mentioned as possible chairman of NAB after Jan. 1 when Florida Gov. Leroy Collins takes over as president of the association, hailed the fairness record of broadcasting in the 1960 political campaign. This entitles broadcasters to freedom from the strictures of the equal time provisions of the Communications Act, (Sec. 315), he told more than 250 broadcasters attending the NAB fall regional conference in Washington last week.

Broadcasters also heard FCC Chairman Frederick W. Ford promise commission activity soon on station transfers and on program forms (see page 95).

Mr. Ford also lauded broadcasters for working with the FCC and Congress in drafting legislation respecting sponsorship identification and payola.

Mr. Ford predicted that the next Congress would be interested in: (1) tv allocations, (2) pay tv, (3) extended hours for daytime stations, (4) "trafficking" in stations, and (5) expedited processing of applications.

The FCC, Mr. Ford said, should be taking some action soon to resolve the question of community tv systems duplicating programs carried by the local tv station.

**Radio Tomorrow** ▪ The NAB group also heard Robert Hyland, CBS vice president and general manager of KMOX St. Louis tell about the need to revivify programming in order to make radio the force in the community it should be.

The regional NAB meetings continue this week in Chicago (Nov. 21-22) and wind up next week, Nov. 28-29 in New York.

Mr. Quinn

Edward C. Quinn, president of Chrysler Motors Corp., will be the principal speaker at the second day luncheon in Chicago. Merrill Lindsay, executive vice president of WSOY - AM - FM Decatur, Ill., and a member of the NAB's Policy Committee, will address the first day luncheon.

Among other highlights of last week's meetings:

▪ Broadcasters may have to fight to preserve the right to editorialize. This message came from Howard Bell, NAB vice president for industry affairs, who urged broadcasters to combat misconceptions about this policy in some government circles.

▪ Legislation which resulted from the last Congress is 95% acceptable or "even desirable," Vincent Wasilewski, vice president for government affairs, told broadcasters. He also stressed that legislators were fearful of the power of broadcasting and the use of that power for partisan viewpoints, as has been true in great measure by newspapers. Radio and tv, however, said Mr. Wasilewski, have never been "painted with the brush of partisanship."

▪ A spirited discussion about the inclusion of "business practices" in the radio code occurred during the meeting on that subject. Suggestions that the radio code prohibit the practice of double billing were debated, with opponents stressing that the code was the promise of broadcasters to the public; business practices were subject to the working of the business community and of private lawsuits or government agencies which deal with such activities.

**McCollough Looks Ahead** ▪ Broadcasters with complete independence in the political field is the future seen by Mr. McCollough.

Broadcasters, he said, "have every right to pursue the idea of eliminating all of the restrictions contained in the remaining language of Sec. 315.

"If one can be fair at the national level, does it not follow that he is able to apply the same yardsticks of impartiality at the local and state levels?"

This was Mr. McCollough's main theme at the luncheon speech Monday in Washington at the NAB fall conference in Washington.

Speaking on what the national elections mean to broadcasting, Mr. McCollough hailed the ability of broadcasters in presenting the presidential candidates over tv and radio. This took place under a suspension of Sec. 315 of the Communications Act, authorized by the 86th Congress last fall.

Sec. 315 requires broadcasters to provide equal opportunities to all candidates for a political office where they have permitted one such candidate to use their facilities.

The section was amended early in the summer by exempting from these equal opportunity provisions appearance of candidates on *bon fide* news and news interview programs.

The suspension of the equal opportunity provision for the national candidates applied only to the 1960 election.

Mr. McCollough called attention to the fact that there were no widely-noted incidents of bias or prejudice during the campaign.

"Fairness in dealing with issues and candidates is inherent in broadcasting and does not need to be legislated," he stated.

**Broadcaster Responsibility** ▪ In an optimistic vein, Mr. McCollough told the several hundred broadcasters that he felt the FCC was on the verge of permitting the broadcaster to run his station based on the broadcaster's knowledge of the local community.

He said he felt that the FCC was ready to accept a narrative statement of measures the broadcaster has taken to determine the needs and desires of the community and the manner in which he is meeting them.

Mr. McCollough suggested a wide frame of reference in determining the needs and desires of a community. This

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would be, he explained, in relation to other services being provided to the community.

By other services, he emphasized, he was including not only commercial radio and tv, but also educational radio and tv, wired music systems, theatres and educational institutions.

". . . these and other forms of entertainment and informing the public that make their respective contribution to community life, as indeed they now do, would be included in the overall picture —and a broadcaster, intent upon designing an original and useful program service, would not be required to duplicate these contributions."

Mr. McCollough expressed satisfaction with other government actions during the past year, including the withdrawal by the FCC of its March 16 order which would have required broadcasters to announce as commercially sponsored all records received free from record distributors and record manufacturers.

"At the risk of excessive optimism," Mr. McCollough concluded, "I see this decade as one in which broadcasting will grow in freedom, grow in influence both economic and social, and find itself less hampered by unnecessary and archaic legislative and regulatory controls."

## NBC-TV out to please those who count

### ENTERTAINMENT, PUBLIC SERVICE PLANS TOLD

NBC-TV is charting a course for the next few years to upgrade its "mass-entertainment" shows and broaden its activity in public service programming. The network's objective: satisfy the requirements of three significant groups—the opinion-makers of the country, the advertisers and the general public.

This motif was enunciated by Robert E. Kintner, NBC president, and echoed by other network executives during the annual meeting of NBC-TV affiliates in New York last Thursday (Nov. 17). The session was conducted in an atmosphere of high-hopes-for-the-future, with speakers citing NBC-TV accomplishments in programming and advertising over the past few months as a barometer of better-things-to-come.

A highlight was the showing of a 30-minute film in color and black-and-white, titled "Story of a Network," which reviewed operations in the various NBC departments, including programming, sales, advertising, promotion, news and station relations.

Mr. Kintner told affiliates that networks and stations, in the months ahead, face a "continuing challenge" from the "opinion-makers" of the nation, the leaders in education, community affairs, the press and government. He noted that under the new administration to take office in January, the industry can expect "a sharper scrutiny" from the FCC.

Walter D. Scott, executive vice president, NBC-TV, announced NBC-TV is now the network leader in total weekly sponsored hours. For November, he said, NBC-TV had 170 sponsored hours, "the highest for any tv network."

Irving Gitlin, executive producer, creative projects, NBC news and public affairs, declared that today, more than ever before, the networks have a responsibility to alert the public to the "great issues of our time." He advised affiliates to tie in with such public service programs as NBC-TV's *The Nation's Future* by staging their own programs, featuring community leaders discussing issues that arise on the network presentation.

Harry Bannister, NBC vice president, station relations, opened the meeting and summarized topics to be discussed by the speakers.

## NBC-TV's Durgin takes look into crystal ball

Don Durgin, NBC-TV sales vice president, last week predicted future network sales and programming patterns in the '60s in opening the season's Radio & Television Executives Society's timebuying-selling seminar in New York.

He prefaced his predictions with a general opinion on what might have an effect on a diversified and balanced service of "substance" by forecasting a "vigorous" three-network approach in the years ahead.

The Durgin predictions on programming in the '60s:

Fewer formula shows but more informational programs though formula will remain dominant. Mr. Durgin cited the need to fill a schedule and inability to be "creatively different" every half hour as the reason for his prediction.

Informational shows, he said, will be more exciting and entertaining with less emphasis on being "purely documentary and educational in nature."

"Specials" will be made more so by the "idea" rather than the "stars or production budgets lavished on them." There will be specials of unusual length, more with European backgrounds and originations but with American performers.

The one-hour form will continue in immediate importance. Reason: creative people think more entertainment and production value can be placed in an hour than in a half hour. Counter-programming will tempt programmers

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to bridge or get a head-start on competition and changed patterns of network option time may encourage this even more. In the long-range, however, Mr. Durgin foresees a trend back to half hours. Because advertisers will have research to document advantages and dimensions of "identification" thus swinging many back to full or half program sponsorship.

**Network Control** ▪ Mr. Durgin questioned network control in programming as a reason for programmers to schedule more hour shows. He claimed few advertisers now wish or are able to finance a one-hour show. The "sell-off" to a "partner" advertiser isn't practical because the partner wants the same rights and control as the initial advertiser and so prefers to buy from a third party (that is, a network).

There'll be more block programming and less counter programming. There's evidence that block programming pays off. Comedies seem stronger when in a block. Isolated shows often get killed off but do better when placed in a block. There'll also be more color programming.

Mr. Durgin's predictions on selling in the '60s:

Standard forms of sponsorship (thirds, half-hours, hours) will remain. Proposals for the 45-minute format as a "strategic bridge" appear to be heading nowhere. The 90-minute program is dead. This is because it is too complex to share, too costly to mount, too difficult to produce well and too vulnerable to competitive programming.

More shows will be sold by thirds because there'll be more hour shows whose large production budgets require several advertisers. Networks, he said, may decide to issue rate cards that show minute costs with a graduated sale depending on a number of minutes used in a 52-week period "like the 260-time spot rate cards." But, he warned, he hoped—and, he thought, affiliates probably would agree—this isn't going to come about although "it is clear that affiliates welcome the big shows which must typically be sold on a fragmentized basis."

**Product Protection** ▪ It will become "narrower." The 30-minute protection that gave way to 15-minute protection over the past two seasons, he predicted will soon become 10-minute protection and "readily adaptable to thirds as a basis of sale." Before long, he asserted, "only in-show nighttime product protection will remain."

Mr. Durgin said he thought star protection and "same day" protection will remain in the daytime periods but that adjacency protection will disappear.

## GOVERNMENT

# FAA ACCEDES TO FCC ON TALL TOWERS

### Quesada admits FCC has final say on new stations

Elwood R. (Pete) Quesada, administrator of the Federal Aviation Agency, acknowledged last week that the FCC has the final word on whether or not to grant a tv station, including the site and height of its tower.

The FAA administrator, who will be replaced in his post when the Kennedy administration comes in Jan. 20, made this observation in answer to a question at a National Press Club luncheon in Washington.

"There is an honest difference of opinion between the FCC and us," Gen. Quesada stated. "The FAA has control of airspace. The determination of what is an aeronautical hazard belongs to the FAA.

"The FCC must consider this determination among other things when deciding whether or not to grant a permit. This is its authority. But it must accept our view that there is a hazard."

The Quesada statement is considered the nearest thing yet to a resolve of the conflict which erupted between the FCC and the FAA over tall towers, mainly television antennas.

Up to now the seeming deadlock appeared unable to be broken except through congressional or Executive Dept. action.

**FAA Tower Rule** ▪ The problem came to a head last September when the FAA issued proposed rules which would require FAA consideration of all towers (150 ft. and over near an airport, or 500 ft. and over away from an airport) and a final determination by the aviation agency as to whether the proposed tower represents an air hazard (BROADCASTING, Sept. 29).

Comments to this proposal were filed Oct. 31, with FCC and broadcast interests uniquivocally opposed.

Last week NAB, Assn. of Maximum Service Telecasters, and the Federal Communications Bar Assn. asked permission to file reply comments. They suggested Dec. 31 as the deadline.

The FAA does not plan to hold adjudicatory hearings on the subject of air hazards, Daggett H. Howard, FAA general counsel said after Gen. Quesada's speech.

"This would be like a Congressional committee," he told BROADCASTING, "an investigation for facts. We're not trying to adjudicate between two parties."

Mr. Howard agreed that Gen. Quesada's remarks could be construed to mean the acceptance by the FAA of the primacy of the FCC in the field of radio and tv grants, including where and how tall their towers should be.

# FCC adopts rules on pre-grant protests

New rules outlining procedures to be followed for pregrant protests of broadcast applications were adopted last week by the FCC. The rule changes, which become effective Dec. 12, implement Public Law 86-752, passed by the last Congress (BROADCASTING, Sept. 26).

In the future, interested parties will be required to protest an application before a grant without a hearing is made by the commission rather than after the grant. The new law also repeals the requirement that the FCC must write Section 309 (b) (McFarland) letters of notification prior to designating an application for hearing.

The pre-grant protest procedure will apply to broadcast applications, except station sales, pending on Dec. 12 which have not been designated for hearing and future applications. The commission will not act upon these pending applications for at least 30 days and, during that period, protests may be filed but no complaints will be acceptable after a grant has been made.

The new rules also require the applicant to publish local newspaper notices at least twice a week for two weeks immediately following the filing of an application for a major change in an existing station or for a new station. In the case of an application for modification, transfer or renewal of an existing station, the new rules also require that notice of same be broadcast over the station making the application. In addition, local publication is required if the application is set for hearing.

Exempted from the pre-grant protest procedures and notice requirements are applications for minor changes in existing facilities and minor amendments to pending applications. If there is any question as to whether the proposed change is of major proportions, the commission will notify the applicant within 15 days. Harold Cowgill, chief of the Broadcast Bureau, will be given the responsibility of ruling whether an application constitutes a major or minor change.

The protest changes incorporated in Public Law 86-752 were jointly agreed to by the Federal Communications Bar Assn. and the FCC prior to final passage by Congress. The new law also covers sponsor identification, contests, short-term licenses, sanctions and re-

peals the right of commissioners to accept honorariums. These provisions, entailed in amendments to the Communications Act, became effective last Sept. 13, the day President Eisenhower signed Public Law 86-752.

# FORD TELLS SOME FCC PLANS

## Will tighten station transfer regulations and issue new program-data forms for applications

Two major moves by the FCC, affecting station ownership and programming, were promised soon by FCC Chairman Frederick W. Ford.

The commission is considering regulations involving transfers, Mr. Ford told NAB members attending the fall conference in Washington last week (see page 92).

This will involve some restriction on length of ownership before a station may be sold, it is understood. Best estimate is that the commission will prohibit the sale of a station unless it has been held by the owner for one full three-year license period—except for death or disability (CLOSED CIRCUIT, Nov. 14).

The FCC chairman also said that the commission will be coming out soon with a new program-data form to be used in connection with applications.

The FCC, it was learned last week, went over a draft of a statement of basic content. It failed to complete this review, but is expected to resume deliberations this week or next.

After this review is finished, a draft of a rulemaking notice will be assembled and submitted for commission approval. This will be then issued as a proposed rulemaking.

Mr. Ford warned that although the commissioners were in agreement on the statement of programming principles (BROADCASTING, Aug. 1), there are varying shades of opinion on how this general expression should be implemented.

In its statement on programming last July, the commission served notice that it intends to keep a careful watch on all broadcasters and their efforts to meet the needs of their communities.

**Key Elements** ▪ It listed 14 "major elements" that it considered necessary to meet the public interest. Among these were: 1) local expression, (2) local programming, (3) programs for children, religious, educational, agricultural, public affairs, (4) editorials, (5) political broadcasts, (6) news, weather and market reports, (7) sports, (8) programs for minority groups, and (9) entertainment.

In its current study, the FCC has before it a study paper prepared by its Broadcast Bureau staff which highlights such items as:

- A picture of the community, including such information as its cultural as well as business life, and its ethnic, educational, religious and recreational activities.
- The correlation between community needs and interests (and how obtained) and the program schedule.
- Policy on handling controversial issues—including editorials.
- The promotion of local talent and self-expression.
- What specialities or special audience the station is programmed at.
- Statistical information, including commercial spot announcements, (in two categories—60 seconds and below and over 60 sec.) by major time periods (before 6 p.m. and after 6 p.m.); whether live or recorded, local or network, commercial or non-commercial.
- Special information, such as programs promoting business in which station owners may have an interest, how complaints are handled, staffing plans and composite week logs.

The key problem at the FCC, Mr. Ford stated, is to determine whether a station operates in the public interest.

"It is his [licensee's] responsibility to know the community and to serve his community," he said.

The function of the broadcaster, Mr. Ford said, is to determine the needs of the community he serves. The function of the FCC, the chairman added, is to determine how the broadcaster serves that need.

This is sound broadcasting, Mr. Ford emphasized, because stations operating on this principle are successful stations.

## Supreme Court upholds FCC on Communist issue

The FCC has the right to deny a license to a radio operator who refuses to say whether he is a member of the Communist party. This was the apparent outcome last week of a U. S. Supreme Court refusal to reverse a lower court ruling to this effect.

The appeal to the Supreme Court


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SEE PAGE 53



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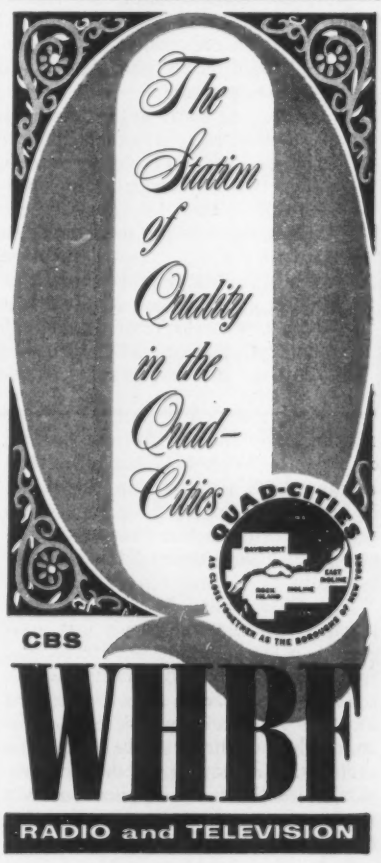


# Reorganization in store for FCC?

## A CRITIC OF THE AGENCY IS WORKING ON A PLAN FOR KENNEDY

The man who may plan a reorganization of the government when the new administration takes over Jan 20 doesn't think much of the FCC.

He thinks the commission is dilatory, expensive and too deferential toward Congress.

James M. Landis, former dean of the Harvard Law School (1937-46) and ex-chairman of the Securities & Exchange Commission and of the Civil Aeronautics Board, is knee-deep in a study of the regulatory agencies for President-elect Kennedy. The Landis appointment was one of the first made by the newly elected president (BROADCASTING, Nov. 17).

His report to Sen. Kennedy is due Dec. 15.

"I don't intend to get into the substantive questions of the regulatory agencies, like should the FCC consider subscription tv," he told BROADCASTING last week, "but this is not to say I might not criticize the FCC, for example, for its inability to deal expeditiously with cases before it."

**The FCC as Target** ▪ Speaking before the administration law section of the American Bar Assn. at its Washington convention last August, Mr. Landis thrice used the FCC as a horrible example:

Expressing alarm at the "costliness of administrative processes," he referred to the 1957 pay tv hearing before the FCC which ran up to $200,000. He did not indicate whether this was the total figure for all parties or the amount involving his client. Mr. Landis represented Skiatron Electronic & Television Corp. in what he termed that "substantially unsuccessful" proceeding.

Still on the subject of toll television, but discussing the matter of the independence of regulatory agencies, Mr. Landis in the same speech expressed unhappiness at the intervention of Congress into regulatory agencies' privacy:

"Only a short time ago we saw the extraordinary spectacle of a committee of Congress seeking to tell the FCC not to handle a proposed rule-change pending before the commission which the commision had already concluded was within its jurisdiction to consider."

This was a reference to the intervention of Rep. Oren Harris (D-Ark.) and his House Commerce Committee into the pay tv question then being considered by the FCC. The commission actually issued a notice indicating it would accept applications for a test of the fee tv principle, but withdrew the notice when the House committee raised a fuss.

**Vague Standards** ▪ Again Mr. Landis used the FCC as an example when he expressed doubts about what the lawyers call the "expertise" of the federal agencies. He referred to this as a "legend" and said this was so because commissioners do not write their own opinions.

"This practice more than anything else has, I believe, resulted in the lack of development of adequate standards in various administrative fields. I refer, for example, to the lack of any true standards in the choice between competing applicants for a television or radio channel. . . ."

In 1958 testimony before the House Legislative Oversight Committee, Mr. Landis again used the FCC as an example—this time of its inability to delegate authority:

"The FCC, never in its history, I think, delegates important duties to a single one of its members. I don't know why. Maybe it's scared of the way in which he may act. . . ."

**Expert on Agencies** ▪ The 61-year-old former Harvard Law professor and early New Deal government official (Federal Trade Commission, SEC, CAB, and a host of government boards and commissions under President Roosevelt) is an acknowledged expert on administrative law.

He wrote the first book on the subject, "The Administrative Process," in 1938. This is still considered to be the "bible" in the field.

A study of his writings and statements indicates that Mr. Landis has a three-pronged approach to bettering regulatory agencies:

- Improving the quality of personnel both at commission and top staff level.
- Making agencies more responsive to public needs.
- Making agencies more efficient.

A former student recalls that Prof. Landis used to begin his lectures on administrative law with what appeared to be a shocking statement:

"Every administrator of a federal agency should be biased . . . in favor of the act he is administering."

A Washington attorney who is familiar with Mr. Landis' background and knowledge is convinced that his first move will be to look over the Government Reorganization Act to determine whether President Kennedy has the power to shift agencies, consolidate functions or establish new commissions.

This act permits the President to

was made by Morton Borrow, former employe of WPEN Philadelphia, following a U. S. Court of Appeals ruling in June which upheld the commission's action in denying Mr. Borrow's application for license renewal (BROADCASTING, July 4).

The FCC denied Mr. Borrow's application for renewal of his first class permit in December 1959. He refused to answer questions concerning his possible affiliation with the Communist Party or with any organization advocating the overthrow of the U. S. government. Subsequent to the commission's denial of his application, Mr. Borrow was granted a commission hearing. He later appealed the FCC action to the U. S. Court of Appeals in Washington.

In last weeks' action, the Supreme Court, without comment, rejected Mr. Barrow's request for a ruling on the lower court's finding. The action left unchanged the Appeals decision that the FCC has the right to deny a license to a radio operator refusing to answer questions concerning possible affiliation with the Communist party.

## The FCC last week...

▪ Extended to Dec. 30 time to file reply comments in its rulemaking on vhf drop-ins. The commission took this action following requests for such an extension filed by the Assn. of Maximum Service Telecasters, Assn. of Federal Communications Consulting Engineers and a number of vhf licensees. Commissioner Robert S. Cross dissented to the time extension. The commission also granted a like extension of time for filing reply comments in the proceeding involving proposed vhf drop-ins at Grand Rapids, Mich., and Providence, R. I.

▪ Granted another extension, to Feb. 28, 1961, for the effective date of the rules which will require a tv station to have type-approved frequency and modulation monitors at the station whenever the transmitter is in opera-

reorganize government functions without specific congressional approval. The only bar is for Congress to specifically object to a proposed move.

This attitude fits into another element of Mr. Landis' more recent public utterances on what's wrong with government agencies. He refers to this as lack of "creativity."

The need for a "Transportation Agency" to regulate railroads, trucking and air travel has been known for 20-odd years, he said, but no one has done anything about it.

Among other proposals expressed by Mr. Landis in public statements or privately are the following:

▪ Establishment of a screening board at the executive department to handle appointments to federal agencies on a basis similar to that by which judges are chosen for the bench. This will not only upgrade the calibre of personnel, Mr. Landis is understood to believe, but might even relieve the President of the politics involved. He also believes in longer tenure for appointments to government agencies.

▪ Use of an Office of Administrative Procedures which would keep in "day-to-day" touch with agencies and their processes and which would make suggestions for the increased efficiency and the improved operation of a commission's procedures. Mr. Landis will attend the meeting tomorrow in Washington of the organizing committee of the recently initiated President's Conference on Administrative Procedures. This committe is headed by Circuit Judge E. Barrett Prettyman, with Washington communications lawyer William C. Koplovitz as secretary.

▪ Formation of a special review "court" which would sit as an appellate body to consider appeals from agency decisions. Mr. Landis feels that too many appeals to the law courts are based on factual challenges which should be examined by administrative experts, not judicial magistrates.

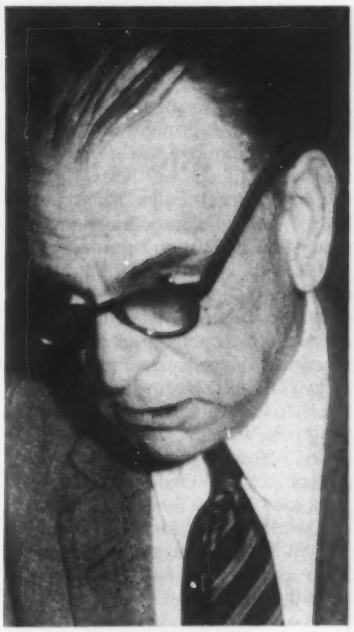
▪ Adding stature to hearing examiners. Mr. Landis has expressed dismay with the length of cases before federal agencies, some as long as five or ten years. He thinks much of this is due to "delaying" tactics—and also the over eagerness of government counsel to prove their cases, not once but "four times over." Stronger rules on evidence with power for hearing examiners to contain a proceeding will help on this, he has said.

Mr. Landis has said that he doesn't object to a commissioner's hearing from a congressman or the White House, provided the views expressed have some bearing on "the merits of the problem."

**No Ivory Tower** ▪ He also has expressed himself as opposed to proposals that would insulate commission members from the industry they are regulating. This is the way members of an agency get educated, he has indicated.

Neither does he fear executive influences—to a degree. There must be some agreement with the executive branch, he said, since there must be a working arrangement with the administration in power. But, he adds, the influence of the White House can go too far; he is opposed to the extent to which the Budget Bureau and other executive office aides can interfere with the proper functioning of a so-called independent agency.

He feels the same way about the influence of the appropriations committees of Congress which, he said, in some cases withhold funds to force an agency to take a favored action even in a adjudicatory case. He also feels committees of Congress charged with legislation in fields supervised by a government agency require closer liaison with the commissions with which they deal.



James M. Landis

Mr. Landis, who was born in Tokyo of American parents in 1899, is the senior member of two law firms. The one in New York is Landis, Riley, Feldman & Akers. The one in Washington is Landis, Cohen, Rubin & Schwartz. At one time he was associated with Telford Taylor, former FCC general counsel. Among Mr. Landis' government associations, following his graduation from Harvard in 1924, were law clerk to Supreme Court Justice Brandeis; director, Office of Civilian Defense, 1942-43; director, American Economic Operations and minister to the Middle East, 1943-45. He was a member of the SEC when President-elect Kennedy's father, Joseph P. Kennedy, was chairman.

tion. The rules were amended to show the new effective date.

▪ Gave Claremont Tv Inc. temporary authority to operate a vhf repeater station on ch. 9 in Claremont, N. H. The translator will repeat programs of WMUR-TV Manchester. The action also denied a request for a hearing on the matter filed by Springfield Tv Broadcasting Corp., which operates uhf station WRLP (TV) Greenfield, Mass., and a uhf translator in Claremont. The commission reminded Claremont Tv Inc. of the rules which state that a vhf translator will not be authorized to serve a market already satisfactorily serviced by a uhf station or translator unless it is determined that the intermixture of v and u is justified. Commissioner Rosel H. Hyde dissented.

▪ Stated that there does not now appear to be any need or demand for an additional uhf channel in Louisville, Ky. Consequently, rulemaking to add ch. 32 to that city was terminated.

▪ Told WBAP-TV Fort Worth, Tex., that it may identify itself as both Fort Worth and Dallas. Commissioner Robert T. Bartley dissented, saying "I would not grant for the reason that the station does not have studios in Dallas."

▪ Instructed the staff to prepare a document which would deny a petition filed by Greater Boston Tv Corp. regarding ch. 5 Boston. The petition asked the commission to appoint a trustee to take over the financial operation of station WHDH-TV (ch. 5) pending its final determination in the case.

▪ Granted a Sunbeam Tv Corp. petition for more time to file replies to exceptions to the initial decision in the Miami ch. 7 case. Time for such replies was extended to Dec. 5. The reopened proceeding involves applications filed by Sunbeam, Biscayne Tv Corp., East Coast Tv Corp., and South Florida Tv Corp. for the Miami facility.

# THE BUSY MESSRS. NORMAN, SHERMAN

## Rivals tell FCC they have a hand in too many operations

An alleged plan to subvert the FCC's licensing policy was brought to the commission's attention last week. The allegations were made by KMON and KUDI, both Great Falls, Mont., and KGEM Boise, Idaho, in petitions involving a new am application in Great Falls and sale of a construction permit in Boise.

The stations charged that these applications were, in effect, "a subterfuge to permit certain interests represented principally by George I. Norman and Robert Sherman to subvert the commission's licensing policy."

Messrs. Norman and Sherman are owners of KSVN Ogden, Utah. Mr. Norman also has an interest in KXXI Golden, Colo., while Mr. Sherman has interests in KHOE Truckee, and in construction permits in Santa Rosa and Goleta, all California.

The petition filed last week further charged that:

- The applications are part of a "plan of concerted activity having as its purpose the frustration . . . of the commission policies regarding multiple ownership and control of standard broadcast facilities. . . ."
- The applications should be investigated to determine whether the proposed weekly program schedules and the statements of programming policies of the applicants are based on a study or survey of the actual needs of the communities involved.
- The commission should determine "whether the applicants have concealed material facts" concerning either an unfiled option to purchase an interest in proposed station KEST Boise or, in the case of the projected station for Great Falls, "failed to advise the commission candidly as to their relationships with other licensees, permittees or applicants or other parties, and to determine . . . whether the applicants are legally qualified to be licensees of broadcast facilities."

A spokesman for all of the principals charged in these petitions told BROADCASTING Thursday (Nov. 17) that the allegations would be "categorically and unequivocally denied. We are presently studying the allegations and will file appropriate responses with the commission in due time." It was further noted that these charges were a "re-hash" of earlier charges filed by KIMN Denver (later withdrawn) against Messrs. Norman and Sherman, "charges which have already been answered to the commission's satisfaction."

**Boise Protest** ▪ KGEM Boise, an A. L. Glassmann station, protested the commission's grant for the sale of KEST to John M. Bryan and Reid W. Dennis, who hold a cp for a new am in Louisville, Ky. KGEM told the commission that the name of Robert Sherman cropped up as author of the programming section of the application for the construction permit and that the same name appears as author of the same section of the application for a cp for a new am in Salem, Ore., an application in which Mr. Dennis has a 50% interest.

In support of its allegation that the sale of KEST is part of a plan to allow Messrs. Norman and Sherman "subvert the commission's licensing policy," KGEM notes that Mr. Sherman's name is connected in ownership interests with six existing or proposed stations and that his name appears as author of Sec. IV (programming) of applications involving 18 other stations, either existing or proposed.

Mr. Norman, who it is alleged, is associated with Mr. Sherman in at least two broadcast ventures (KSVN Ogden, Utah, and proposed sale of WTMT Louisville, Ky.), is said by KGEM to have an option to buy an interest in KEST although this option does not appear in commission records. In addition, KGEM invited the commission's attention to a newspaper advertisement by the "George Norman Broadcasting Enterprise" which lists that firm as operating nine stations.

KGEM further notes that the proposed owners of KEST list programming and percentages in their application for purchase of the station which are "identical with or substantially similar" to figures contained in applications involved in five existing stations and 11 proposed stations. One of these existing stations, KXXI Golden, Colo., is 50% owned by George Norman.

**In Great Falls** ▪ KMON Great Falls, Mont., also an A. L. Glassmann station, and KUDI last week made substantially the same charges in a petition involving an application for a cp for a new Great Falls am filed by John and Marie Broad. In this application the name of Robert Sherman appears as "radio consultant" and author of the proposed programming section.

An exhibit filed with the petition (both petitions are accompanied with explanatory and supporting exhibits) purports to be a verified statement showing that Mr. Sherman "contemplated exercising control over the hiring policy" of the new station and that he was "purportedly authorized to negotiate for the transfer of a significant ownership interest in the facilities."

Mr. Norman's name is linked with the proposed Great Falls station through exhibits which the protesting stations claim demonstrate that Mr. Norman, also, "contemplated exercising control over the hiring policies of the station and also had a "purported proprietary interest" in the station. None of these "facts" appear in the commission files, the protestants claimed.

The programming proposals of the proposed station are questioned here as above, and Mr. Sherman's name again figures prominently in this aspect of the petition.

**Withdrawn Complaint** ▪ The petitions also note that KIMN Denver, Colo., on March 23 filed a complaint concerning the sale of KXXI Golden, Colo., to Mr. Norman and Philip B. Rosenthal. This petition was withdrawn on March 29 but commission inquiry brought to light previously unfiled agreements between George Norman and applicants for new stations in Anderson and Crescent City, Calif., and an option agreement to buy 10% of the stock in KURL Billings, Mont. Robert Sherman was listed as having prepared the programming sections for these applicants.

An exhibit attached to both petitions suggests "a concerted effort by Robert Sherman, George I. Norman and their associates to achieve operating control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of a large number of standard broadcast stations. . . ."

The petitions ask that matters be brought to FCC hearing.

## OPTION TIME BATTLE

### KTTV, long a foe of practice, asks court rescind FCC order

KTTV (TV) Los Angeles moved its long-standing fight against network option time into a new arena last week.

The station asked the U.S. Court of Appeals in Washington, D. C., to set aside an FCC order reducing network option time from three hours per daily time segment to 2½ hours, with each day divided into four segments.

It's not that KTTV is against the option time reduction—the independent station still is fighting to have option time outlawed altogether. "The ultimate and essential finding of the FCC that option time is 'reasonably necessary' to the preservation of networking is arbitrary, capricious and contrary to the evidence," KTTV told the court.

The station asked the court to set aside and determine unlawful and without force the commission's September order (BROADCASTING, Sept. 19). KTTV maintained that the order is inconsistent with law and sanctions conduct which is in violation of the antitrust laws. The court was asked to remand the order to the commission with instructions for the agency to consider a formal opinion of the Justice Department that option time violates antitrust provisions.

The Los Angeles outlet, which also produces programs for nationwide distribution, said the FCC erred in "apparently" holding that it does not have the duty or power to decide whether the option time practice violates the antitrust laws. "The FCC's rules affirmatively encourage the networks and their affiliated stations to employ the option time practices to the full extent permitted by the rules . . . If the FCC's rules did not exist, the presently favored sectors of the tv industry would be likely to abandon the option time practice . . ." particularly in light of the Justice opinion, KTTV maintained.

**Back To 1956** ▪ KTTV and its president, Richard Moore, have been long and vocal opponents of network option time practices. Mr. Moore first raised the issue in 1956 before the Senate Commerce Committee and later that same year before the House Antitrust Subcommittee. The station's president also participated in the Barrow Network Study, released in 1957, and in 1958 FCC hearings on the Barrow Report. Each time, he attacked option time as in violation of antitrust laws.

## Tv film makers win short FCC reprieve

Tv film producers were given a reprieve last week from the stringent sponsorship requirements of amended Sec. 317 of the Communications Act. A unanimous FCC announced that it had waived identification requirements for filmed or recorded programs which have been or will be distributed for tv broadcast, irrespective of the production date of such programs.

The waiver will remain in effect until the commission adopts rules implementing congressional amendments to the Communications Act. Excluded from the exemption are 27 specific examples where identification is required spelled out in the House report on Public Law 86-752 (BROADCASTING, Sept. 26) and those already encompassed within the FCC rules.

The Alliance of Tv Film Producers had petitioned the commission for a waiver to include those films produced between Sept. 13 (when the new legislation was signed by the President) and Jan. 1, 1961 (BROADCASTING, Oct. 10). The FCC now is working on new rules to implement the congressional mandate and has met with various facets of the tv and film industries.

"It is not the purpose of this waiver to permit general disregard of the obligation of broadcast licensees to make sponsorship identification announcements," the commission said. "Rather, it is intended to provide a measure of relief in those cases where a licensee in good faith is unable to ascertain with certainty his obligation under Section 317 as amended."

## Give WQXR hearing, court tells FCC

The likelihood that a station may lose even a small part of its listeners through a grant made by the FCC without hearing is sufficient grounds for a protestant to obtain a hearing under protest provisions, the U.S. Court of Appeals in Washington said in setting aside an FCC action and ordering a hearing.

The court thus upheld an appeal by WQXR New York (1560 kc, 50 kw, directional) of the FCC's July 1959 grant of 1570 kc (1 kw, day) to WAPC Riverhead, N. Y., without hearing. If the FCC allowed the loss of a small part of WQXR's audience through such a grant, it could, theoretically, allow WQXR's whole area to be destroyed bit by bit through similar subsequent grants, the court said, adding, "We think this total denial of the right to a hearing cannot be achieved by a piecemeal treatment."

Through prior stipulation before the court last December, all parties agreed the question at issue was whether WQXR would be entitled to a hearing for adjacent channel interference resulting in loss of listeners outside the WQXR contour normally protected against adjacent interference, but within its contour normally protected against co-channel interference.

The court said its decision also was made because WQXR cited with "specificity" the likely loss of audience it would suffer from the grant plus the fact that WAPC was granted 1 kw. The same court had upheld an earlier grant to WBAZ Kingston, N. Y., also protested by WQXR, of 1550 kc with 500 w day. In the WBAZ case, the court said, WQXR didn't cite with "specificity" its allegations of audience loss and the lesser power (500 w) granted to WBAZ gave WQXR a slimmer case.


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# Did NBC overstep itself in Lewiston?

## FCC STUDYING AFFILIATE'S REFUSAL TO TRANSLATOR

Is NBC violating the "first refusal" rights of its affiliates? The FCC asked that question last week.

In a letter to the network and two of its affiliates, KLEW-TV Lewiston, Idaho, and KHQ-TV Spokane, Wash., the commission asked for an explanation of a clause relating to rebroadcasting rights of translators making off-the-air pickups of NBC programs.

According to the letter, KHQ-TV first gave, and then withdrew, permission to Orchards Community Television Assoc. to rebroadcast its programs on a tv translator (K76AH) serving Lewiston. If the network forced KHQ-TV to withdraw such permission, the effect is the same, the commission said, as enforcing the position of the network's Lewiston affiliate, KLEW-TV, "as the sole purveyor of network programs in the Lewiston area and to deprive the listening public of many programs that might otherwise be available through other television facilities."

Questioning of NBC officials by the commission staff disclosed that the network and the commission hold different interpretations concerning the "first refusal" clause of the affiliation contract, the letter stated.

The clause gives the affiliated station first refusal rights for network programming. NBC, according to the commission, has interpreted this clause to mean that the network itself can refuse to consent to the rebroadcast of its programs by a translator in a community where an affiliate is located, even though the affiliate may not be carrying those network programs.

**Wrong View** ▪ This interpretation, said the commission, is "beyond the bounds of the commission rule." The rule states that a tv broadcast license will not be granted to any station which has any sort of an agreement with a network organization "which prevents or hinders another broadcast station located in the same community from broadcasting the network's programs not taken by" the former station. The rule, according to the FCC, was designed to prohibit duplication of programming in a given community but was not designed to give either the station or the network "territorial exclusivity" regarding programming.

The letter stated that if NBC has told KHQ-TV that it cannot allow the Lewiston translator to repeat its programs, then it is exercising "territorial exclusivity."

The network and the stations involved have been asked by the FCC to explain.

### Court upholds Toledo grant

The law doesn't require the FCC to make detailed comparisons of television applicants' programming proposals when the commission finds there are no "significant" differences over-all between the two proposals, the U. S. Court of Appeals in Washington ruled last week in upholding the July 1958 grant of ch. 11 in Toledo to WTOL-TV. Applicant Great Lakes Broadcasting Co. in its appeal to the Court had held detailed comparison is necessary. Judges were Harold H. Burton, retired Supreme Court justice, and David L. Bazelon and Charles Fahy, circuit judges.

## PROGRAMMING

# ABC-TV plans new public affairs shows

Three new weekly half-hour public affairs series and the demise of the eight-year-old *College News Conference* were major program developments announced last week by ABC-TV.

The first of the new programs to be seen will be *ABC News Conference,* which goes into the *College News Conference* Sunday slot on Nov. 27 (1:30-2 p.m. EST). The bumped program, which is produced and moderated by Ruth Hagy, reportedly suffered from station clearance problems. Some 32 affiliated stations carried the student panel-interview show, which had its network debut in October 1952.

ABC-TV's other new programs are *Roundup USA,* starting Jan. 8, 1961, and *Meet the Professor,* starting Jan. 29. Both are in undetermined Sunday time periods. A new Sunday religious public affairs program, *Directions '61,* began Nov. 13 on ABC-TV.

*ABC News Conference,* the network said, is designed to utilize some of the lessons learned from the recent "Great Debates" in the presidential campaign and to meet the obvious reportorial challenges and responsibilities of the first months of the new administration. Whenever possible, the program will originate in Washington, D. C. Each week's guest will make an opening declaration, submit to questions by ABC newsmen, and then make a final summary. Robert Fleming, ABC's Washington bureau chief, has been named producer.

*"Roundup USA,"* with Bill Shadel as anchorman, will be the successor to ABC-TV's *Campaign Roundup* series that started last March and concluded this month. Produced by Sidney Darion, the program calls for ABC reporters in key centers across the country to report the major news of the week on a regional basis. *Meet the Professor,* which will be produced by ABC in cooperation with the National Education Assn. and its Assn. for Higher Education, will feature a guest instructor from a different college or university each week.

### The big audience

Over half of the total (180 million) U. S. population saw at least some part of election night network telecasts between 8:30 p.m. and midnight, American Research Bureau reported last week. ARB said approximately 55%, or over 100 million people (representing an unduplicated audience) viewed at least a 15-minute segment.

Of 42 million homes with tv sets, 89% were tuned at some point in the evening to election returns. A record 83 million viewers in 33 million homes were tuned in during peak viewing time (10-10:30 p.m. EST).

# Capital Cities to film Israeli Eichmann trial

Capital Cities Broadcasting Co., New York, has signed a contract with the Israeli government for exclusive rights to produce the television and film record of the Adolph Eichmann trial scheduled for early next spring. The former Nazi German leader is charged with responsibility for the deaths of six million Jews.

Frank M. Smith, President of Capital Cities Broadcasting, said his company would make the recordings and films available at cost to all broadcasting and motion picture organizations throughout the world. Milton A. Fruchtman, executive producer of the company, negotiated the contract in Jerusalem, and he will be in charge of the project. Lowell Thomas, a founder and director of Capital Cities, will narrate a series of half-hour documentaries on the Eichmann trial for stations owned by Capital Cities Broadcasting (WROW-AM-FM and WTEN [TV] Albany, N. Y., WPRO-AM-FM-TV Providence, R. I., and WTVD [TV] Durham, N. C.).

Recently developed techniques in vidio tape and kinescope recording will be used in the trial coverage, Mr. Smith announced. Mr. Fruchtman, who is in charge of the video tape workshop of the International Screen directors Guild, said the new technical operation uses electronic facilities to simultaneously produce video tape and motion picture

## COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

**NBC-TV**

Nov. 21-23, 28-30 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Nov. 21-23, 28-30 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Nov. 21-25, 28-30 (10:30-11 a.m.) **Play Your Hunch,** part.

Nov. 21-23, 25, 28-30 (11-11:30 a.m.) **The Price Is Right,** part.

Nov. 21-25, 28-30 (12:30-1 p.m.) **It Could Be You,** part.

Nov. 21-25, 28-30 (2-2:30 p.m.) **The Jan Murray Show,** part.

Nov. 23, 30 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Nov. 23, 30 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 24 (11 a.m.-noon) **"Macy's Thanksgiving Day Parade,"** Ideal Toy and Lionel Trains, both through Grey Adv.

Nov. 24 (5:30-6:30 p.m.) **"No Place Like Home,"** Mohawk Carpet Mills through Maxon Inc.

Nov. 24 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Nov. 25 (9-10 p.m.) **"The Bell Telephone Hour,"** AT&T through N. W. Ayer.

Nov. 26 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Nov. 26 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Nov. 26 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Nov. 27 (6-6:30 p.m.) **"Meet the Press,"** sust.

Nov. 27 (7-8 p.m.) **"The Shirley Temple Show,"** RCA through J. Walter Thompson. Beechnut through Young & Rubicam.

Nov. 27 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Nov. 28-30 (11:15 p.m.-midnight) **"The Jack Paar Show,"** part.

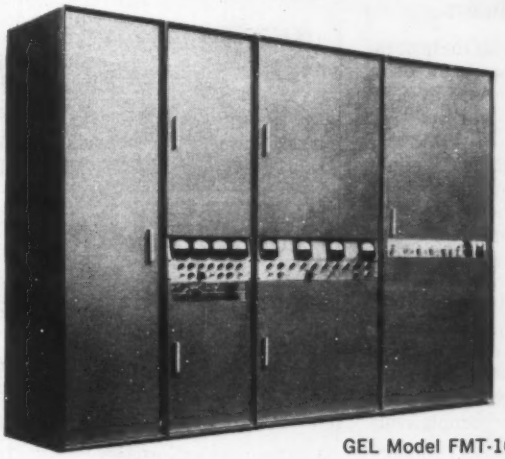
film of high quality. Mr. Smith said the company would have to provide equipment and personnel estimated to cost $500,000 or more for four months. The contract provides that the company is to keep on recording the entire trial, or forfeit $100,000 as penalty.

**Many Seek Entry** ▪ The Israeli government reportedly received numerous requests from tv and motion picture groups for permission to cover the trial by having cameras within the court room. In order to maintain courtroom dignity and to avoid interference with courtroom procedure, it was decided to entrust the production and documentation on tape and film to one independent company.

Producer Fruchtman convinced Israeli representatives that the recording system would not be noticeable or interfere with the dignity of the court. Cameras are to be placed on an overhead balcony. In addition, a closed-circuit tv system will be set up for news representatives who are not able to crowd into the courtroom.


"Our GEL Model FMT-10A has been operating as though it were the 100th produced rather than the first!"

Mr. W. L. Dunbar
Radio KQAL-FM,
Omaha, Neb.



GEL Model FMT-10A Transmitter

NEW GEL 15 KW FM BROADCAST TRANSMITTER

It is news when a manufacturer becomes first in the industry to introduce a high power FM Transmitter whose very first production unit operates perfectly and without additional factory modifications and associated lost engineering time.

*"Our new GEL 15 KW Transmitter, Serial Number 1, has been operating at full power . . . and is rock-steady!"* wrote Mr. W. L. Dunbar, Director of Engineering of Radio KQAL-FM, Omaha, Nebraska. *"It is a pleasure to work with such fine equipment!"*

The GEL 15KW FM Broadcast Transmitter, Model FMT-10A, is equipped with GEL Model FME Exciter which has been field-proven to be reliably stable and trouble-free. The GEL Multiplex System permits integration of the main channel and one or two sub-channels into an allocated FM channel. Interchannel cross-talk and spurious output signals are virtually eliminated. Tuning is non-critical, adjustments stable, permitting unattended operation in remote locations.

Intermediate and Final Power Amplifiers are conservatively designed to attain a high degree of reliability. Forward and reflected power can be read directly at any time. Power tubes are of the latest all-ceramic-and-metal design. Frequently consulted meters are mounted three feet from the floor and tilted at a slight angle to facilitate reading. GEL makes available a complete FM Line including 15KW and 1KW Transmitters, and Exciters for converting conventional FM Transmitters to Multiplexing use.

**Write to Broadcast Sales, Dept.-1,**
**for GEL FM Technical Bulletins**

GEL

**GENERAL ELECTRONIC LABORATORIES, INC.**

18 AMES STREET, CAMBRIDGE 42, MASSACHUSETTS

## From pills to Dilly Beans

Dilly Beans are selling pills these days.

Leonard Bergman, proprietor of a drug store on Vanderbilt Ave. in New York, heard some of the "far out" 60-second spots on WQXR New York, and decided a "Dilly Bean Recital" might be just the thing to drum up business. The druggist called the Papert, Koenig, Lois, agency for the "crisp green beans politely pickled in vinegar and dill" (BROADCASTING, Sept. 12), and solicited tapes of the spots. Then he called Park & Hagna, makers of the beans, and ordered 30 cases at the wholesale price. Next he hired four models from the Rice McHugh model agency to carry sandwich boards and offer sample Dilly Beans to passersby.

Success? On Nov. 16, the day after the "concert" Mr. Bergman estimated business was 45-50% above normal.

## 'Romper Room' tours Idlewild

Joan Thayer, star of the daily *Romper Room* program on WNEW-TV New York, expected more than 1,000 pre-school age younsters to be on hand at Idlewild Airport Saturday (Nov. 19) for a specially-arranged tour of American Airlines' facilities. Educational aspects of the day's program (2:30-5:30 p.m.) were to be stressed by Miss Thayer. American Airlines planned to take the children and their parents on a sightseeing tour of the airport, including inspection of Boeing 707's, and offered to contribute photos of the 707 and "do-it-yourself" cardboard replicas of the plane. Autographed photos of the *Romper Room* hostess were to be given away, as were other souvenirs.

## Whole lotta drinkin' goin' on in Steubenville

The coffee and doughnuts were on WSTV Steubenville, Ohio, when the station celebrated its 20th anniversary. Billing the celebration as "the world's largest coffee break" the station made arrangements to serve refreshments for all comers at 10 lunchcounters of downtown Steubenville stores and restaurants for a one-hour period. Enjoying their free WSTV java: (seated, l to r) John J. Laux, WSTV executive vice president and general manager; Samuel S. McCormack, mayor of Steubenville; Roy Lancaster, WSTV sales manager; (standing, l to r) Robert P. Anathan, local department store official and Joseph M. Troesch, of WSTV-TV.

## Drumbeats...

**Life in Pa.** ▪ The Wilkes Barre-Hazelton, Pa., market is surveyed in a new study prepared by Avery-Knodel Inc., New York, for distribution to advertisers and agencies. Titled "WILK of Wilkes Barre-Hazelton . . . a new look . . . a better buy," the report analyzes WILK as to coverage, facilities, programming, personalities, management, merchandising and cost efficiency.

**Strike** ▪ When a new bowling alley offered to turn over all proceeds from bowling all day for a week to the United Appeal, CFPL London, Ont., helped promote the fund raising by broadcast all day from the bowling alley for five days of the week. Special bowling games were arranged with teams of politicians and civic officials of London and nearby communities.

*THE SABBATH is Christian . . .*

**Seventh-day Adventists**

**observe the seventh-day Sabbath not because it is Jewish but because it is Christian. Christ observed it, stressed its value for His followers. He is identified as the Lord of Creation—when the Sabbath was instituted.**

***Christianity is not a latter-day "religion"—it spans all the ages***

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## FATES & FORTUNES

### BROADCAST ADVERTISING

Dr. Rush

**Dr. Carl H. Rush,** in research department of Ted Bates & Co., N. Y., elected vp. Dr. Rush, who will also serve on agency's research policy committee, was with Standard Oil Co. of New Jersey for four years, before joining Bates in 1959.

**Jerome Cowle,** creative director at Kenyon & Eckhardt, Chicago, elected vp.

**Edwin F. Wilson,** vice chairman of media planning unit at McCann-Erickson, N. Y., retires at end of year after 40-year career at agency.

**John M. Cody,** manager of Hollywood office of Grant Adv., joins Cole-Fischer & Rogow, Beverly Hills, Calif., as vp. **Joe Denker,** account executive on Dodge Dealer account at Grant, joins CFR as account supervisor. Both Mr. Cody and Mr. Denker will work on Dodge Dealers of Los Angeles and Orange counties account recently acquired by CFR.

**Albert Kandall Burwinkle,** formerly vp and art department head at Grant Adv., N. Y., joins Geyer, Morey, Madden & Ballard, that city, as art director.

**David B. Tolins Jr.,** formerly manager of advertising and merchandising at Sylvania Electric Products Co., Semiconductor Div., joins Fuller & Smith & Ross, N. Y., as account executive on Raytheon Co., Semiconductor Div.

**David B. Learner,** Ph.D., formerly head of Human Factors Research Group at General Motors Research Labs, joins BBDO, N. Y., as assistant director of research.

**Mrs. Jann Hill,** formerly assistant casting director for NBC Hollywood, to Foote, Cone & Belding, that city, as member of production staff of broadcast facilities.

**Louis K. Fuller** joins Mathisson & Assoc., Milwaukee, as timebuyer in radio-tv department. **Robert P. Geary** appointed radio-tv director, succeeding **Jack Severson** who becomes owner-manager of WCUB Manitowoc, Wis.

**Julian Field** resigns as senior vp and assistant to president in creative development of Lennen & Newell, N. Y. Before joining agency 5 years ago, Mr. Field was vp of William Esty, N. Y., and Grey Adv., that city. He also served on creative staff of Ted Bates & Co.

**David E. Guerrant,** executive vp at John W. Shaw Adv., Chicago, elected president, succeeding **Mr. Shaw,** who becomes board chairman. **George A. Wilcox,** formerly associate media supervisor at Leo Burnett Co., named vp and media director; **Stuart H. Berg,** formerly radio-tv commercial producer at Kenyon & Eckhardt, radio-tv production director; **Frank Zioncheck,** Keyes, Madden & Jones, assistant production director; **Maydawn Murray,** Campbell-Mithun, assistant radio-tv manager; **Aileen Grossman,** Harshe-Rotman, pr director.

Mr. Leo

**Norton B. Leo** appointed vp and account supervisor for Fletcher Richards, Calkins & Holden, N. Y. He has been on Remington Rand electric shaver account for past three years. He began advertising career in 1946 with Foote, Cone & Belding.

**Armando J. Posto** and **Alex G. DeGurian** named vps at Jay Reich Adv., Pittsburgh.

**Harold B. Miller,** pr director for Pan American World Airlines, elected president of Public Relations Society of America.

**Mrs. Jessica Persoff,** formerly continuity director and operations manager at KYA San Francisco, to Cappel, Pera & Reid, Orinda, Calif., advertising agency, as copywriter.

**Payson Fairchild Jr.,** and **Hayward Thresher,** join Sullivan, Stauffer, Colwell & Bayles, N. Y., as merchandising account executives. Mr. Fairchild was formerly account executive with Doherty, Clifford, Steers & Shenfield. Mr. Thresher was executive brand planning manager for Schering Drug Corp.

**Ralph J. Musec,** formerly of Farmers Mutual Insurance Co., St. Louis, joins Gardner Adv., that city, as office manager.

**David L. Eynon,** formerly writer-director at Mel Richman Inc., Philadelphia, joins N. W. Ayer, that city,


**SNEAKY**

**WAY TO GET OUR CHILDREN INTERESTED IN THE FAMOUS STORIES AND CLASSICAL MUSIC**

THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!

SEE PAGE 53



**WARNING! RADIO ACTIVE MINUTES**

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack **more sales power** into every commercial.

**Quote:** Alpine Cooler campaign on KBIG an unqualified success . . . 20% sales increase . . . no other advertising used.

**Quote:** Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable . . . proves So. Calif. listens alertly to KBIG.

Use **KBIG,** Radio Catalina . . . the economical sales force for all Southern California . . . 740 kc/10,000 watts.

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National Representative: Weed Radio Corp.



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# Peter W. Allport elected president of ANA

**Peter W. Allport** (at right), formerly executive vice president of Assn. of National Advertisers, was elected president Nov. 14 at the ANA's annual convention in Hot Springs, Va. He succeeds Paul West, who died last May.

**Roger H. Bolin** (center), advertising director of Westinghouse Electric Corp., was elected ANA board chairman. He has pioneered many advertising practices including the first network tv sponsorship of NCAA college football in 1951, national sponsorship of pro football in 1953, and Westinghouse sponsorship of the national political conventions and the campaign.

**John Veckly** (left), U. S. Steel advertising director, was elected vice chairman of the ANA board. He had been treasurer and has served on the ANA board since 1958.

Mr. Allport joined the ANA staff in 1945, becoming executive vice president last May. He edited ANA news publications, became director of press relations, served as secretary of several ANA committees and became secretary of the association in 1951. He was named assistant to the president in 1955 and vice president in 1958.

Five new board members were elected: **G. A. Bradford,** General Electric Co.; **Thomas B. McCabe Jr.,** Scott Paper Co.; **Edward E. Rothman,** Ford Motor Co. and **Gene Wedereit,** Chemetron Corp. **K. L. Skillin,** Armour & Co., was re-elected to the board.

Continuing as directors are **Max Banzhaf,** Armstrong Cork Co.; **Norbert A. Considine Jr.,** Blue Bell Inc.; **Melvin S. Hattwick,** Continental Oil Co.; **Stanley W. Koenig,** Olin Mathieson Chemical Corp.; **R. S. Lowell,** U. S. Plywood Corp.; **John T. Morris,** F. & M. Schaefer Brewing Co.; **Harry F. Schroeter,** National Biscuit Co.; **Douglas L. Smith,** S. C. Johnson & Sons, and **R. G. Stolz,** Brown Shoe Co.

copy department. **William G. Taylor** joins agency as director of information services, while **Thomas J. Raser III,** formerly of General Electric Co., added to Ayer's plans-marketing department.

**Toby Sacher** joins copy department of Los Angeles office of BBDO. He formerly was senior copywriter with Cunningham & Walsh, San Francisco.

**Les Sholty,** account supervisor at Kenyon & Eckhardt, Hollywood, resigns to open his own advertising-pr firm, Les Sholty Adv., at 1601 N. Gower St., Hollywood.

## THE MEDIA

**Robert E. Kelly,** station manager, commercial manager and film buyer of KCRA-TV Sacramento, Calif., elected president of KCRA Inc., licensee of KCRA-AM-FM-TV. **Jon S. Kelly,** local sales manager of KCRA-TV, becomes general manager. Robert and comes general manager. They succeed their late father, Ewing C. Kelly (BROADCASTING, Nov. 7).

**Edward R. Tabor,** general manager of KBAK-TV Bakersfield, Calif., promoted to executive vp of Bakersfield Broadcasting Co. which owns station.

**Charles F. Mallory,** member of station's sales staff, appointed sales manager.

**William Crawford,** formerly with WOR New York, becomes general manager of WDRC-AM-FM Hartford, Conn.

**Ford Robertson** appointed general manager of KBUY Amarillo, Tex. Other appointments: **Ralph Cercy** to commercial manager; **Al McKinley,** to program director.

**Bernie Whitaker,** regional sales manager at WRAL-TV Raleigh, N. C., promoted to national sales manager. **Del Carty** succeeds Mr. Whitaker as regional sales manager.

**Eric Bose,** account executive and sports director at WSAI Cincinnati, promoted to local sales manager.

### McElroy honored

**Neil McElroy,** board chairman of Procter & Gamble, has been selected for 1960 Public Service Award of The Advertising Council. The presentation will be made tomorrow (Nov. 22) at the annual awards dinner, Hotel Plaza, New York.

**Jack Sholar,** formerly local and regional sales manager of WSPA-TV Spartanburg, S. C., named manager of WJHG-TV Panama City, Fla.

**Howard Finch** appointed program manager of KTRK-TV Houston. He has been personality at station. **Wayne Thomas** named production director.

**Jerry L. Luquire** appointed program director of WKBC-FM North Wilkesboro, N. C. He formerly was news director of WSOC Charlotte, N. C.

**Brad Lacey,** appointed program director at WMYR Ft. Myers, Fla., succeeding **Mark Brooks** who accepts similar position at WHEW West Palm Beach, Fla. (sister station of WMYR). **Joe Buerry,** disc jockey at WMYR, named sales manager.

**Bob Fishman,** formerly account executive at WCCC Hartford, Conn., to WAMS Wilmington, Del., as commercial sales manager.

**Ralph Dawson,** national sales manager of WXYZ-TV Detroit, appointed manager of station's newly-formed taped commercial department.

**Marvin Gottlieb,** formerly sales manager of WOKO Albany, N. Y., to KQV Pittsburgh as account executive.

**Russ Jondreau** joins KDAY Los Angeles as sales promotion manager.

**Ted J. Gray Jr.,** formerly on sales staff of WBLT Bedford, to WSLS Roanoke, both Virginia, in similar capacity.

**Michael Blow** appointed editorial director, CBS corporate information staff, New York. He formerly was assistant book editor at American Heritage Publishing Co.

**Phil Johnson** appointed news director of WCSH Portland, Me. He has been on staff of WCSH-TV.

**Tom Burrows,** operations director at KABC-TV Los Angeles, promoted to staff director.

**David T. Dewey** appointed promotion director of WEAV-AM-FM Plattsburgh, N. Y. He was account executive and staff announcer at WJBR Wilmington, Del.

Mr. Runnerstrom

**Robert O. Runnerstrom** appointed managing director of WBOY - AM - TV Clarksburg, W. Va. He formerly was vp of WMBD Inc. (WMBD - AM - TV Peoria, Ill.) Before that, he was vp, secretary and director of WLOK Inc. (WLOK Lima, Ohio).

**Barry D. Stigers,** formerly with WSET Glens Falls, N. Y., to promotion director of WPIC Sharon, Pa.

**George Sperry,** formerly with WNEP-TV Scranton, Pa., to WGR-AM-FM-TV Syracuse, N. Y., as manager of promotion.

**Paul Battisti,** assistant general manager of KAFY Bakersfield, Calif., promoted to general manager, succeeding **James Hayden,** who joins KBAK-TV, that city, as account executive.

**Robert Norvet,** director of tv film production for MGM, named director of film production operations for CBS-Tv, Hollywood. He will coordinate production currently under way at Paramount, MGM and General Service Studios.

**John Vrba,** sales vp of KTTV (TV) Los Angeles, and **Russel Woodward,** executive vp of Peters, Griffin, Woodward, N. Y., elected co-chairmen of Television Bureau of Advertising sales advisory committee. They succeed **John Dickinson** of Harrington, Righter & Parsons, and **H. P. Lasker,** Crosley Broadcasting Corp.

**T. K. Barton,** newly-elected president of KARK-AM-TV Little Rock, Ark., and **Douglas Romine,** new executive vice president for the stations, were incorrectly identified in the photos published in FATES & FORTUNES Nov. 7.

Mr. Romine

Mr. Barton

**Malcolm M. Burleson,** chief engineer of WTTG (TV) Washington, D. C., named director of engineering at Metropolitan Broadcasting Corp., that city.

**Frank G. King,** national sales manager of KTVU (TV) Oakland-San Francisco, elected vp of San Francisco-Oakland Television Inc., licensee of KTVU. **Stoddard P. Johnston,** sales executive and stockholder, elected assistant secretary.

**Connie Kaye** appointed director of pr and promotions for WXIX-TV Milwaukee.

**Donald Scott** joins WCHU (TV) Champaign, Ill., as newsman. Other additions: **Bob Daniels** to weathercaster; **Gilbert Sorenson** to director; **Daniel Mueller** and **Philip Brown,** both as cameramen.

**Dave Matson** joins WFMD Frederick, Md., as announcer. He was cameraman at WFIL-TV Philadelphia.

**Stelio Salmona,** former newscaster at WADS Ansonia, joins WAYZ New Haven, both Connecticut, as assistant news director.

**Gordon Soltau,** formerly professional football star with San Francisco 49's, joins KFRC, that city, as host of weekly sports program.

**Sanford Markey,** public affairs director of KYW Cleveland, re-elected president of Cleveland press club.

**Walter Dixon,** WABI Bangor, elected president of Maine Assn. of Broadcasters. **Paul Huber,** general manager of WRKD Rockford, named vp. **Norman Gallant,** general manager of WFAU Augusta, elected secretary-treasurer.

**William Travis,** formerly at WJJD Chicago, and Jack Hughes of KROC Rochester, Minn., join The Branham

## New officers elected by BPA

**John Hurlbut,** promotion manager of WFBM-AM-TV Indianapolis (center in photo), has been elected president of the Broadcast Promotion Assn., succeeding **Gene Godt,** KYW-TV Cleveland. Flanking Mr. Hurlbut are (l) **Harvey Clarke,** CFPL London, Ont., second vp, and **Don Curran** (r), KTVI (TV) St. Louis, first vp. Three year directors: **Clark Grant,** WOOD-AM-TV Grand Rapids, Mich.; **Paul Woodland,** WGAL-AM-TV Lancaster, Pa.; **Doug Duperrault,** WFLA-AM-TV Tampa, Fla.; **Caley Augustine,** WIIC-TV Pittsburgh. Two year directors: **Kenneth Chernin,** WFIL-TV Philadelphia; **Kirt Harriss,** KPRC-AM-TV Houston. One year director: **Heber E. Darton,** WREX-TV Rockford, Ill. (Also see convention story, page 74.)

Co., Chicago, as account executives.

**Warner Rush,** former general manager of WCRV Washington, N. J., joins WGHQ Kingston, N. Y., as sales manager. **Robert Reinhardt,** WGSM Huntington, N. Y., moves to Herald Tribune Radio Network outlet, WFYI Garden City, N. Y. **Warner Beardow** joins WVIP Mt. Kisco, N. Y., sales staff, while **Henry Lienau,** former *New Rochelle Standard-Star* reporter, joins WVIP as roving reporter.

**Donald E. Lowstuter,** former A. C. Nielsen researcher, joins Mutual Broadcasting as assistant director of research.

**J. Merrill Pietila,** formerly account executive at Adam Young Inc., San Francisco, joins Forjoe & Co., that city, as manager of western division.

**Steve Mills,** member of program operations staff of KABC-TV Los Angeles, promoted to production manager.

Mr. Simms

**Raymond C. Simms,** senior account executive at H-R Television, N.Y., named director of sales promotion for H-R Television and Radio. Prior to joining rep firm in 1956, Mr. Simms, for three years, was account executive at NBC Radio. He also was associate media director at Erwin Wasey & Co., and assistant manager in radio-tv timebuying department of Kenyon & Eckhardt, N. Y. **John E. Kelley,** formerly account executive at CBS Spot Sales, N. Y., joins H-R Television in similar capacity.

**Henry Schacht,** farm broadcaster at KGO San Francisco, resigns, effective Jan. 1, 1961, to become director of information at U. of California's Div. of Agricultural Sciences.

**Steve Henry,** news director at WECL Eau Claire, Wis., re-elected president of Wisconsin AP Radio-Tv Assn. **Robert J. Bodden,** general manager of WSWW Platteville, elected vp. **Austin Bealmear,** AP Wisconsin bureau chief, continues as secretary.

**Mrs. Mahala Walter** joins WLUK-TV Green Bay, Wis., as director of continuity.

**Robert Miller,** director of agricultural activities for WLWT (TV) Cincinnati, and **Calvin Pigg,** farm director of WBAP Fort Worth, Tex., currently accompanying Secretary of Agriculture Ezra Taft Benson on trade development tour to Far East.

**Tom Ferren** joins WSJM St. Joseph, Mich., as air personality.

**Walter D. Guthrie,** formerly on news staff of WPLO-AM-FM Atlanta, to WCAO-AM-FM Baltimore as news director.

**Don Webster** joins KCBS Los Angeles as editorial writer and weekend program producer.

**Jess Whipple,** formerly with WSTV-TV Steubenville, Ohio, to WIIC-TV Pittsburgh as member of production staff.

**Hank Sperka** joins WHLI Hempstead, New York, as announcer.

**Squire Dee,** formerly with WFBL Syracuse, N. Y., to WTRL Bradenton, Fla., as air personality.

**Dick Haynes,** air personality on KLAC Los Angeles, assumes additional duties as host of afternoon movie on KHJ-TV, that city.

## AIR elects Evans

**Herbert Evans,** president of Peoples Broadcasting Stations, was unanimously elected representative of the Inter-American Assn. of Broadcasters (AIR) to the United Nations at the association's Nov. 5 meeting in Santiago, Chile. (CLOSED CIRCUIT, Nov. 14).

Mr. Evans represented the United States at the AIR meeting.

The association passed a resolution re-affirming its 1959 Declaration of Democratic Principles. The resolution noted the "flagrant violations" committed against human rights in general, and against the declaration specifically, by the governments of Cuba, Paraguay and the Dominican Republic. AIR reiterated the "urgent need to combat all forms of dictatorship and despotism as exemplified by the regime which enslaves the Cuban people."

In support of the resolution, the association affirmed that "it is the inescapable duty . . . of all, and each, of the broadcasters on the Continent, to place their respective stations at the service of the cause to safeguard the principles" of the Declaration of Democratic Principles. The Declaration was passed by the AIR at its sixth assembly in Mexico in October 1959.

Thirteen nations, including Cuba, were represented at the Santiago meeting.

## PROGRAMMING

**Jonas Rosenfield Jr.,** supervisor of Columbia Pictures' publicity and advertising, named vp in charge of advertising and publicity.

**Phil Isaacs,** formerly of Fruchtman Theatres, Baltimore, joins International Telemeter Co., N. Y., as director of franchise operations, U. S. and Canada.

**Arthur A. Garbade,** formerly business manager of technical and film operations at NBC, to NTA Telestudios Ltd., N. Y., as business manager.

**Donald Graham,** rejoins Warner Bros. Records from C & C Distributing Corp., San Francisco, as Western Div. promotion manager, with headquarters in San Francisco.

**George McElrath,** formerly director of radio-tv technical operations at NBC, joins TelePrompTer Corp., N. Y., as manager of engineering planning and product control.

**Bruce Yarnell,** singer and dramatic actor, signed to long-term contract with NBC-TV.

Mr. Cannon

**Lee Cannon** appointed midwest division manager of Television Personalities, Chicago, in charge of central sales syndication of *Mr. Magoo* animated cartoon tv series. He formerly was central division manager for Independent Television Corp.

**Jack Haley Jr.** signs with Wolper Productions, Hollywood, as executive assistant to David L. Wolper.

**Martin Jurow,** after three year absence and upon completion of two motion picture production contract at Paramount Pictures, returns to William Morris Agency, Beverly Hills, in executive capacity early next year.

**Harry Sosnik** and **Bud Yorkin** named co-chairmen of 1960-61 Emmy Awards production committee. Mr. Sosnik was musical director for *Producer's Showcase, Wide, Wide World* and other NBC specials. Mr. Yorkin was writer-director for Fred Astaire and Jack Benny specials.

## EQUIPMENT & ENGINEERING

**Andrew P. Young** joins Raytheon Co., Waltham, Mass., as director of international sales and services, relieving **Donald A. Mitchell** who has been acting director in addition to his responsibilities as director of product and marketing planning.

**Maj. Gen. Raymond C. Maude** (USAF Ret.) appointed director of field operations for Philco Corp.'s government and industrial group with headquarters in Philadelphia.

**Roger M. Daugherty** appointed general manager of new Farmingdale, N. J., plant of Reeves Instrument Corp.

Plant manufactures broadcast transmitting equipment.

**Douglas Haynes,** appointed production manager of Clarostat Manufacturing Co., Dover, Del. Firm produces precision potentiometers and resistors for radio-tv and other electronic equipment.

**Chester Jur** joins Rutherford Electronics, Culver City, Calif., as sales manager in communications division. Previously he was with Packard Bell Electronics as sales engineer.

**J. Gilbert Nettleton Jr.,** formerly vp, Northrop Corp., Hawthorne, Calif., elected vp, director of marketing, ITT Federal Div., Clifton, N. J., and ITT Labs, Nutley, N. J.

**Herbert P. Michels,** former engineering sales representative, New York City-N. J., area for Foto-Video Electronics Inc., Cedar Grove, N. J., named east coast sales manager.

**Lloyd V. Berkner,** president of Assoc. Universities, N. Y., elected president of Institute of Radio Engineers. **Franz Ollendorff,** research professor at Technion-Israel Institute of Technology, Haifa, Israel, named overseas vp. **J. F. Byrne,** manager of Riverside Research Lab, Motorola, Riverside, Calif., becomes vp representing North America.

**Robert M. Lovell,** formerly of press relations staff at General Electric's Electronics Div., appointed manager—press relations, GE Radio and Television Div.

## GOVERNMENT

**Pansy E. Wiltshire,** FCC personnel division staff, retires end of month after 36 years of government service. Colleagues will honor her at reception Nov. 28.

## INTERNATIONAL

Mr. Page

**Kenneth Page,** general sales manager of S. W. Caldwell Ltd., Toronto, promoted to vp in charge of sales. He joined Caldwell in 1953 as production assistant and later became specialist in film sales.

**Doc Stone** of CKGM Montreal, named disc jockey at CKEY Toronto.

**Sir Ifor Evans** becomes chairman of educational advisory council of Associated-Rediffusion, London. Company is responsible for overall planning and guidance of educational tv for schools in British Commonwealth.

**John E. Twomey,** promotion manager, information services of Canadian Broadcasting Corp., Toronto, to coordinator of sales planning at Ottawa CBC headquarters. **Anne Bergin,** supervisor of commercial acceptance of CBC, to supervisor of commercial acceptance policy, with headquarters at Ottawa. Miss Bergin, who has been with CBC since 1939, will be responsible for interpreting policy and maintenance of standards for all commercial scripts of CBC.

**S. Habbersfield,** formerly of CHCH-TV Hamilton, Ont., to sales staff of Stephens & Towndrow Ltd., radio station rep, Toronto.

**Phil Stone,** promotion director of CHUM Toronto, elected chief barker of Variety Club of Ontario, first broadcaster to be elected to this post in only Variety Club in Canada.

## DEATHS

**Richard (Lord) Buckley,** 54, comedy monologist and tv entertainer, died Nov. 12 in New York. He was in show business more than 40 years and had made many appearances on *The Ed Sullivan Show.*

**Upton Close,** 66, news analyst for NBC and MBS during World War II, was killed Nov. 13 when his automobile collided with train in Guadalajara, Mexico.

**Harry Hinkle,** 56, secretary-treasurer of Swift-Chaplin Productions, Hollywood tv commercial producer, died Nov. 10 of heart attack.

# FOR THE RECORD

## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Nov. 10 through Nov. 16. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

**Abbreviations:** DA—directional antenna. cp construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. •—educational. Ann.—Announced.

### New tv station

**ACTION BY FCC**

**Tulare-Visalia, Calif.—Sierra Bcstg. Inc.** Granted uhf ch. 43 (644-650 mc); ERP 269 kw vis., 186 kw aur.; Ant. height above average terrain 820 ft. Estimated construction cost $10,000, first year operating cost $250,000, revenue $300,000. P. O. address 1111 Market St., San Francisco, Calif. Studio and trans. location Tulare, Calif. Geographic coordinates 36° 38′ 15″ N. Lat., 118° 56′ 35″ W. Long. Trans. G. E TT-25-A, ant TY-25-C. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington, D. C. **Norwood J. Patterson,** sole owner, has interest in KSAN San Francisco. Ann. Nov. 9.

### Existing tv stations

**ACTIONS BY FCC**

**Claremont Tv Inc. Claremont, N. H.**—Granted temporary authority to operate vhf tv repeater station on ch. 9 to repeat programs of WMUR-TV (ch. 9), Manchester, N. H.; reminded of sec. 4.732(d) rule requirements. By letter, denied petition by Springfield Tv Bcstg. Corp. (WRLP, ch. 32), Greenfield, Mass., and tv uhf translator W74AC, Claremont) to designate application for hearing. Comr. Hyde dissented. Ann. Nov. 16.

**WBAP-TV Fort Worth, Tex.**—Granted waiver of sec. 3.652(a) of rules to permit station to identify itself as Forth Worth-Dallas station. Comr. Bartley dissented stating: "I would not grant for reason that station does not have studios in Dallas." Ann. Nov. 16.

### New am station

**ACTION BY FCC**

**Smethport, Pa.—Hamlin D. Redfield.** Granted 910 kc, 1 kw D. P.O. address 34 Jackson Ave., Bradford, Pa. Estimated construction cost $50,644, first year operating cost $42,000, revenue $49,000. Sole owner, Mr. Redfield, is former banker. Announced Nov. 16.

**APPLICATIONS**

**Apopka, Fla.—Adair Charities Inc.** 1520 kc, 5 kw D. P. O. address Box 65, Maitland, Fla. Estimated construction cost $75,553, first year operating cost $60,000, revenue $100,000. Principals include **Robert C. Adair, Richard P. Adair** (brothers), **Agnes Kuhn** (sister of Robert and Richard), **Eleanor Adair** (wife of Robert), **Cristina Adair** (wife of Richard), **Fred L. Adair** (father), 16⅔% each. Adair Charities Inc. holds interest in WJOB Hammond, Ind. Ann. Nov. 16.

**Calhoun, Ga.—Reliable Bcstg. Co.** 1500 kc, 500 w D. P. O. address Box 606. Estimated construction cost $6,000, first year operating cost $25,000, revenue $36,000. Principals include **Thurman F. Chitwood,**


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& COMPANY, INC.
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CAPACITY—
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TORQUE!
with this
MICROWAVE
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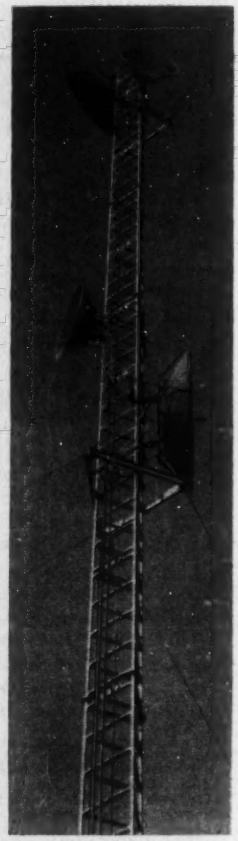

Supporting this multiple repeater is one of several guyed towers recently built by Stainless for a large oil refining company. Note the design simplicity—for least wind loading—and the guy to tower attachments for finite twist and sway!

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*Ask today for your free booklet describing many Stainless installations.*

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NORTH WALES • PENNSYLVANIA

**Vern L. Kuhlman,** and **Paul J. Smith,** 33⅓% each. Mr. Kuhlman owns manufacturing and real estate companies. Mr. Chitwood has interest in drug and dry goods companies. Mr. Smith has interest in dye company. Ann. Nov. 14.

**Donalsonville, Ga.— Radio Donalsonville.** 1500 kc, 1 kw D. P. O. address Box 508, Adel, Ga. Estimated construction cost $25,650, first year operating cost $27,500, revenue $36,000. Principals include **William M. Forshee, Esther W. Shepherd,** and **Donald H. Wingate,** 33⅓% each. Mr. Forshee and Mrs. Shepherd have interest in WAAG Adel, Ga. Mr. Wingate is employe of WAAG. Ann. Nov. 14.

**Donalsonville, Ga.—Seminole Bcstg. Co.** 1500 kc, 1 kw D. P. O. address Box 386. Estimated construction cost $20,029, first year operating cost $42,000, revenue $50,000. Principals include **W. F. Fowler** and **John A. Dowdy,** equal partners. Mr. Dowdy owns WMGR Bainbridge, Ga. and has interest in WGRO Lake City, Fla. Mr. Fowler is employe of WMGR Bainbridge, Ga. Ann. Nov. 9.

**Louisiana, Mo.—Pike County Bcstrs.** 1500 kc, 250 w D. P. O. address Box 72. Union Mo. Estimated construction cost $9,587, first year operating cost $35,500, revenue $42,111. Principals include **Leslie P. Ware** and **William R. Tedrick,** 50% each, limited partnership. Mr. Ware has interests in KLPW Union, KYRO Potosi, and KOKO Warrensburg, all Missouri. Mr. Tedrick owns KWRT Booneville, Mo. and has interest in KBTO El Dorado, Kan. and KDKD Clinton, Mo. Ann. Nov. 16.

**Columbus, Neb.—E. G. Wenrick Bcstg. Co.** 1050 kc, 1 kw D. P. O. address North Side Square, Oskaloosa, Iowa. Estimated construction cost $39,000, first year operating cost $62,000, revenue $71,000. **Mr. Wenrick,** sole owner, has interests in KBOE Oskaloosa, Iowa, and KXFD Nampa, Idaho. Ann. Nov. 2.

**Hinton, W. Va.—David B. Jordan.** 1380 kc, 1 kw D. P. O. address Box V, Grundy, Va. Estimated construction cost $13,300, first year operating cost $30,000, revenue $40,000. Mr. Jordan has interest in WNRG Grundy, Va. Ann. Nov. 3.

## Existing am stations

### ACTIONS BY FCC

**KTTR Rolla, Mo.**—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Nov. 16.

**WRNB New Bern, N. C.**—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Nov. 16.

**WIGM Medford, Wis.**—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Nov. 16.

**KATI Casper, Wyo.**—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Nov. 16.

### APPLICATIONS

**KUKI Ukiah, Calif.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc). Ann. Nov. 10.

**KFLJ Walsenburg, Colo.**—Cp to increase power from 1 to 5 kw, install new trans. and change ant.-trans. location. (1380kc). Ann. Nov. 16.

**KGHS International Falls, Minn.**—Cp to increase power from 100 w to 250 w. (1230kc). Ann. Nov. 8.

## New fm stations

### ACTIONS BY FCC

**Birmingham, Ala.—Chapman Radio & Tv Co.** Granted 96.5 mc, 55.44 kw. Ant. height above average terrain 584.6 ft. P.O. address 725 S. 22nd St. Estimated construction cost $18,695, first year operating cost $12,000, revenue $24,000 Principals include **William and George Chapman,** equal partners, who own WCRT Birmingham. Ann. Nov. 16.

**Visalia, Calif.—Air Waves Inc.** Granted 92.9 mc, 2.89 kw. P.O. address Box 1429 Visalia, Calif. Estimated construction cost $8,801, first year operating cost $5,000, revenue $8,000. Applicant fm will duplicate its am outlet, KONG Visalia. Ann. Nov. 16.

**Newton, N. J.—Sussex County Bcstrs. Inc.** Granted 103.7 mc, 1.634 kw. Ant. height above average terrain 144.2 ft. P.O. address Box 243. Estimated construction cost $13,983, first year operating cost $6,450, revenue $7,800. Fm applicant will duplicate WNNJ Newton, N.J. Ann. Nov. 16.

**Depew-Lancaster, N. Y.—De-Lan Inc.** Granted 93.7 mc, 58 kw. Ant. height above average terrain 91 ft. P.O. address 1028 Liberty Bank Bldg., Buffalo, N. Y. Estimated construction cost $32,000, first year operating cost $30,000, revenue $30,000. Ann. Nov. 9.

***Winston-Salem, N. C.—Wake Forest College.** Granted 88.1 mc, 10 w. P. O. address Box 7405 Reynolda Station. Estimated construction cost $1,615, first year operating cost $4,125. Non- commercial educational station. Ann. Nov. 16.

**Oakwood-Kettering, Ohio—Speidel Bcstg. Corp. of Ohio.** Granted 99.9 mc, 32 kw. Ant. height above average terrain 120 ft. P.O. address c/o Joe Speidel III, Box 565, Columbia, S. C. Estimated construction cost $3,000, first year operating cost $26,000, revenue $30,000. Principals include **Joe Speidel III,** 90%, **Thomas D.** and **Catherine B. Johnson** (husband and wife) 5% each. Mr. Speidel has interest in WOIC Columbia, WPAL Charleston, WWBD Bomberg, WYNN Florence, all South Carolina. Mr. Johnson is employe of aircraft company. Ann. Nov. 9.

**Oklahoma City, Okla. — KJEM Inc.** Granted 102.7 mc, 29.2 kw. P.O. address 515 North Robinson, Oklahoma City, Okla. Estimated construction cost $11,877, first year operating cost $6,678, revenue $7,500. Applicant fm will duplicate programming of KJEM. Ann. Nov. 16.

**Oklahoma City, Okla.—Video Independent Theaters Inc.** Granted 101.9 mc, 3.03 kw. P.O. address Box 1334, Oklahoma City, Okla. Estimated construction cost $21,664, first year operating cost $18,000, revenue $30,000. Applicant is permittee of KIHI Tulsa, Okla. Ann. Nov. 16.

***Ripon, Wis.—Board of Trustees of Ripon College.** Granted 90.1 mc, 10 w. P.O. address Ripon College. Non-commercial education station. Ann. Nov. 9.

### APPLICATION

**Lynn, Mass.—Puritan Bcst. Service Inc.** 101.7 mc, 1 kw. Ant. height above average terrain 196 ft. P.O. address 156 Broad St. Estimated construction cost $9,750, first year operating cost $15,000, revenue $18,000. Fm applicant will duplicate WLYN Lynn, Mass. Ann. Nov. 2.

## Existing fm stations

### APPLICATION

**WNDA Huntsville, Ala.**—Cp to change frequency from 92.9 mc, ch. 225, to 95.1 mc, ch. 236. Ann. Nov. 14.

## Ownership changes

### ACTIONS BY FCC

**KDON Salinas, Calif.**—Granted transfer of control from **Richard P.** and **Sherley E. Bott** to **John B. Rushmer;** consideration $350,000. Ann. Nov. 16.

**WPTX Lexington Park, Md.**—Granted (1) renewal of license and (2) assignment of license to **Key Bcstg. Corp.** (WMBD Baltimore, Md.); consideration $69,000. Ann. Nov. 16.

**WBIR-AM-FM-TV Knoxville, Tenn.**—Granted assignment of licenses to **WMRC Inc.** (WFBC AM-FM TV Greenville, S. C., and WORD Spartanburg, S. C.); consideration $3,250,000. Assignee is controlled by **Peace** family, who also has 75% interest in WWNC Asheville, N. C. Ann. Nov. 16.

**KYCN Wheatland, Wyo., KOWB Laramie, Wyo**—Granted (1) assignment of cp of KYCN and (2) assignment of license of KOWB to **KOWBoy Radio Inc.** (**Charles R. Bell,** president); consideration $65,000 and Bell to assume $21,230 obligation. Ann. Nov. 16.

### APPLICATIONS

**KPAP Redding, Calif.**—Seeks transfer of control of **High Fidelity Stations Inc.** from **P. Dalporto** and **Victor Milnes,** 40% each, and **James R. Hampton,** 20%, to **James R. Hampton, Paul N. Bowman,** and **David H.**

THIS
IS THE KIND OF CHILDREN'S PROGRAMMING WE HAVE BEEN WAITING FOR
THIS IS WHAT THEY SAID ABOUT MEL-O-TOONS IN TOLEDO!
SEE PAGE 53

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 16

| | ON AIR Lic. | Cps. | CP Not on air | TOTAL APPLICATIONS For new stations |
|---|---|---|---|---|
| AM | 3,486 | 46 | 112 | 829 |
| FM | 740 | 55 | 226 | 86 |
| TV | 479 | 13 | 116 | 103 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 16

| | VHF | UHF | TV |
|---|---|---|---|
| Commercial | 454 | 81 | 535 |
| Non-commercial | 38 | 14 | 52 |

## COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,469 | 723 | 475[1] |
| CPs on air (new stations) | 53 | 40 | 14[2] |
| CPs not on air (new stations) | 96 | 217 | 113 |
| Total authorized stations | 3,618 | 980 | 657 |
| Applications for new stations (not in hearing) | 611 | 66 | 29 |
| Applications for new stations (in hearing) | 202 | 34 | 75 |
| Total applications for new stations | 813 | 100 | 104 |
| Applications for major changes (not in hearing) | 577 | 25 | 34 |
| Applications for major changes (in hearing) | 280 | 7 | 16 |
| Total applications for major changes | 857 | 32 | 50 |
| Licenses deleted | 0 | 0 | 0 |
| Cps deleted | 0 | 0 | 2 |

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

**MacLaughlin**, 33⅓% each for $33,589. Mr. Hampton is station manager of KPAP. Messrs. McLauglin and Bowman are equal partners in radio sales promotion business. Ann. Nov. 16.

**WJOE Ward Ridge, Fla.**—Seeks assignment of license from **Martin J. Begley Jr.** and **Robert D. Sidwell**, equal partners, to **Robert D. Sidwell**, sole owner, for $5.000. Involves dissolving of partnership. Ann. Nov. 10.

**WRMN Elgin, Ill.**—Seeks transfer of control of **Elgin Bcstg. Co.** from **J. Richard Sutter**, 34%, **Joseph E. McNaughton**, 31.25%, **William D. McNaughton**, 18.75%, and **John T. McNaughton**, 16% to **J. Richard Sutter**, 25%, **Joseph E. McNaughton**, 40.25%, **William D. McNaughton**, 18.75%, and **John T. McNaughton**, 16%, for $37,125. Ann. Nov. 10.

**WEZE Boston, Mass.**—Seeks transfer of control of **Air Trails Bcstg. Inc.** from **Great Trails Bcstg. Corp.** to **WEZE Inc.** for $340,000. **J. P. Williams**, sole owner, is executive vice president and director of Voice of Springfield Inc., licensee of WIZE Springfield, Air Trails Inc., licensee of WCOL Columbus, all Ohio, and Mid-America Bcstg. Corp., licensee of WKLO and WEZI (TV) Louisville, Ky. Ann. Nov. 15.

**KDAL-AM-TV Duluth, Minn.**—Seeks assignment of license from **Red River Bcstg. Co.** to **Minnesota Bcstg. Co.** for $3,300,000. Minnesota Bcstg. Co. is wholly owned subsidiary of **WGN Inc**, licensee of WGN-AM-TV Chicago, Ill. Ann. Nov. 15.

**WDAM-TV Laurel, Miss.**—Seeks transfer of control of **South Mississippi Tv Co.** It is proposed that **S. A. Rosenbaum** buy 50% of stock from **William S. Smylie, Margaret G. Smylie**, and **Wiliam S. Smylie III**, sole owners, for $5,250 plus $75,379 debt of corporation. South Mississippi Tv Co. will also issue 10 new shares of stock to **Marvin Reuben** and 5 new shares of stock to **Jerry P. Keith** for total of $1,500. Messrs. Reuben and Keith are employes of station. Ann. Nov. 10.

**WEW St. Louis, Mo.**—Seeks assignment of license from **Barrington Co.** to **Radio WEW Inc.** for $450,000. Radio WEW Inc. is wholly owned subsidiary of **Franklin Bcstg. Co.**, licensee of WMIN St. Paul, Minn., and owner of WLOD Pompano Beach, Fla., KOME Tulsa, Okla., KRIB Mason City, Iowa, WWOM New Orleans, La. Ann. Nov. 10.

**KLMS Lincoln, Neb.**—Seeks transfer of control of **Lincoln Bcstg. Corp.** from **Howard A.** and **M. Marlena Shuman** (husband and wife) 38.63%, **Beverly J. Gingrich** 10.72%, **Wilton** and **Marie Van Sickle** (husband and wife) 1.23%, and others, to **Howard** and **Marlena Shuman**, 39.86%, **Beverly J. Gingrich**, 10.72%, and others, for $1,833. Ann. Nov. 10.

**KMGM Albuquerque, N. M.**—Seeks assignment of license from **T. I. Moseley** to **Holiday Bcstrs.** for $190,000. Principals include **Victor B. Siman**, 28.5%, and **Westronics Inc.**, 71.5%, general co-partnership. Westronics is group headed by **Gene Schneider**, president-director, and has interest in catv system in Casper, Wyo. Mr. Siman is employe of KMGM. Ann. Nov. 10.

**WCDL Carbondale, Pa.**—Seeks transfer of control of **Carbondale Bcstg.** from **William H. Ware** and **Robert G. Adams Jr.**, 37.3% each, and **W. Stanley Buehler**, 25.3%, to **William H. Ware** and **Robert G. Adams Jr.**, equal partners, for $20,000. Ann. Nov. 15.

**WJWR Palmyra, Pa.**—Seeks assignment of license from **William N. Reichard** to **Radio Music Inc.** for $77,000. Principals include **L. S. Alspach, E. D. Williams Jr, Jack L. Williams, Harry M. Williams** (brothers), and **L. M. Williams** (mother), 20% each. All are employed at lime and gravel company. Ann. Nov. 9.

**KURV Edinburg, Tex.**—Seeks transfer of control of **KURV Inc.** from **W. Lloyd Hawkins**, 44%, **D. A. Benton**, 23%, and **Norman E. Loomis**, 33%, to **Magic Valley Radio Inc.** Change to corporate control with no financial transaction involved. Ann. Nov. 4.

**KSEL Lubbock, Tex.**—Seeks assignment of license from **Lubbock Bcstrs. Ltd.** to **KSEL Radio Inc.** Change to corporate form of business. Transfer of control is sought from **David R. Worley**, 72.5%, **Gerald H. Sanders**, 10%, **H. Earl Mizell, C. Fred Chambers**, and **W. D. Kennedy**, 5% each, and **Gilbert C. Tompson**, 2.5%, to **David R. Worley**, 87.9%, and **Gerald H. Sanders**, 12.1%, for $40,750. Ann. Nov. 14.

**KXLF-AM-TV Butte, and KXLJ-AM-TV Helena, both Montana**—Seek transfer of control of **Z Net** from group headed by **E. B. Craney**, 43.5% to **Joseph S. Sample**, 99.98%, **Patricia L. Sample**, (husband and wife), .01%, and **Jerome Anderson**, .01%, for $1,575,000. Z Net is parent company of **Peoples Forum of Air**, licensee of KXLJ Helena, **Capital City Tv Inc.**, licensee of KXLJ-TV Helena, **KGIR Inc.**, licensee of KXLF Butte, **Tv Montana**, licensee of KXLF-TV Butte, and **Western Montana Associates**, licensee of KXLL Missoula, all Montana. Mr. Sample is president and director of Montana Network, licensee of KOOK-AM-TV Billings, Mont. and has interest in KUEN Wenatchee, Wash. Ann. Nov. 14.

**KXLF Butte, Mont.**—Seeks assignment of license from **KGIR Inc.** to **Garryowen Butte Radio Inc.** Principals involved


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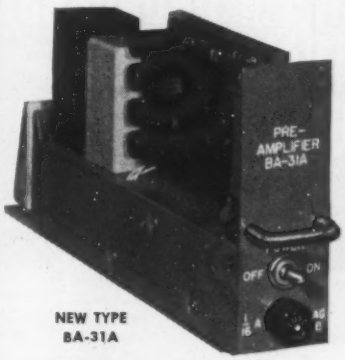


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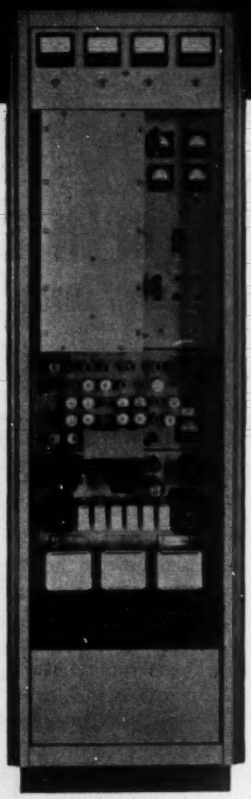

ITA FM 1000 B

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on a "no charge" basis our project engineers supervise the installation and tune-up of each ITA transmitter at the site of the installation.

■ **PROMPT DELIVERY**
shipment of any ITA-FM transmitter can be made in 30 days or less.

■ **OUTSTANDING VALUE**
while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—

- Remote control
- Multiplexing
- Modern Ceramic Tubes
- Reserve RF Drive
- Self Neutralization
- Accessibility
- Simplicity
- RF Power Cutback

For detailed information on any of our FM transmitters call collect or write us.

ITA
INDUSTRIAL TRANSMITTERS AND ANTENNAS, INC.
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**Joseph S. Sample**, 99.8%, **Patricia L. Sample**, .1% (husband and wife), **Jerome Anderson**, .1%. Change to new corporate business with no financial transaction involved. This application is contingent upon grant of application for transfer of control of Z Net to Joseph S. Sample. Application for transfer of control to be filed with FCC. Ann. Nov. 4.

**KXLF-TV Butte, Mont.**—Seeks assignment of license from **Tv Montana** to **Garryowen Butte T.V. Inc.** Principals involved **Joseph S. Sample**, 99.8%, **Patricia L. Sample**, .1% (husband and wife), and **Jerome Anderson**, .1%. Change to new corporate business with no financial transaction involved. This application is contingent on grant of application for transfer of control Z Net to Joseph S. Sample. Application to be filed with FCC. Ann. Nov. 4.

**KXLJ-AM-TV Helena, Mont.**—Seeks assignment of license from **Joseph S. and Patricia L. Sample** (99.9%) to **Helena Tv Inc.** for $300,000. Principals include W. L. and **Genevieve R. Piehl**, 36.76%, and others. Mr. Piehl owns company that sells appliances.

This application is contingent upon grant of application for transfer of control of Z Net to Joseph S. Sample, et al. Z Net is parent company of People's Forum of Air, present licensee of KXLJ, and Capital City Tv Inc., present licensee of KXLJ-TV. Application for transfer of control is to be filed with FCC. Ann. Nov. 4.

**KOOK-AM-TV Billings, Mont.**—Seek transfer of control of **Montana Network** from **Joseph S. Sample**, 99.72%, **Patricia L. Sample**, .14%, and **Jerome Anderson**, .14%, to **Garryowen Bcstg. System**, 99.58%, **Joseph S. Sample**, .14%, **Patricia L. Sample**, .14%, and **Jerome Anderson**, .14%. Change to corporate control with no financial consideration involved. Ann. Nov. 4.

## Hearing cases

### FINAL DECISIONS

■ By memorandum opinion and order, commission denied petition by Federal Aviation Agency, Department of Army and Department of Navy for clarification or enlargement of issues in proceeding on application of M & M Bcstg. Co., for mod. of cp to increase ant. height of WLUK-TV (ch. 11), Marinette, Wis., from 980 ft. to 1,310 ft., make equipment changes and reduce vis. ERP. Ann. Nov. 16.

■ By order, commission made effective May 26 supplemental initial decision, as modified, and granted application of Radio Americas Corp. to change facilities of WORA Mayaguez, P. R., from 1150 kc, 1 kw, unl., to 760 kc, 5 kw, unl. Ann. Nov. 16.

■ Following stations were granted SCA to engage in multiplex operation: KMMK Little Rock, Ark.; KSFR Fresno, Calif.; WRNW Mount Kisco, N. Y., and WPPA-FM Pottsville, Pa. Ann. Nov. 16.

■ By memorandum opinion and order, commission granted petition for reconsideration by Stevens-Wismer Bcstg. Inc., removed from consolidated proceeding in dockets et al., and granted its application to increase daytime power of WLAV Grand Rapids, Mich., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; engineering conditions. Ann. Nov. 16.

■ By order, commission made effective immediately Sept. 28 initial decision and granted applications of Laramie Bcstrs. for am station to operate on 1490 kc, 100 w, unl., in Laramie, Wyo. and Boulder Radio KBOL Inc., to increase daytime power of KBOL Boulder, Colo., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N. Comr. Craven absent. Ann. Nov. 16.

### STAFF INSTRUCTIONS

■ Commission on Nov. 16 directed preparation of document looking toward denying petition by Greater Boston Tv Corp. requesting Commission to appoint trustee to take over financial operation of WHDH-TV (ch. 5), Boston, Mass., pending commission's final determination in proceeding. Ann. Nov. 16.

■ Commission on Nov. 16 directed preparation of document looking toward granting application of Richard C. Simonton, d/b as Telemusic Co. for new class B fm station to operate on 95.1 mc in San Bernardino, Calif. May 26 initial decision looked toward this action. Ann. Nov. 16.

### INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Donze Enterprises Inc., to move KSGM from Ste. Genevieve, Mo., to Chester, Ill., continued operation on 980 kc, 500 w, DA-N, unl.; engineering condition. Ann. Nov. 15.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Mark Twain Bcstg. Co., for renewal of license of KHMO Hannibal, Mo. Ann. Nov. 15.

### OTHER ACTIONS

■ Commission amended its rules to implement, as far as broadcast services are concerned, September 13 changes in Communications Act which

1. Eliminate present requirement for sec. 309(b) (so-called McFarland) letters of notification prior to designation for hearing and present "protest" procedures, and establish new pre-grant procedure for handling objections, and
2. Require, under new sec. 311(a), applicants for new stations or for major changes in existing stations to give local notice of filing of such applications and similar notice if there for hearing.

Rule changes will become effective December 12, date when amendments to act also become effective.

New rules will apply pre-grant procedure to broadcast applications, except transfers and assignments, pending as of December 12 which have not been designated for hearing. This means that commission will not act on such applications for period of at least 30 days thereafter and, during that time, parties in interest may file petitions to deny such applications but they would not be subject to protest after grant. Petitions for reconsideration of grants made without hearing must show good cause why matters could not have been raised prior to grants. Local notice would not be required of applications filed before December 12.

New rules require local newspaper publication at least twice week for two weeks immediately following filing of application for new station or for major change in existing station, and also if and when such applications are designated for hearing. In case of application for modification, assignment, transfer, or license renewal of operating station, new rules also require that notice of same be broadcast over station in question. Ann. Nov. 16.

■ By notice of proposed rulemaking, commission invites comments to conflicting proposals by (1) Leo P. Gorman to delete ch. 7 from Colais, Maine, and assign it to Bangor, and (2) University of Maine to reserve for educatonal use chs. 10 in Augusta, 7 in Calais and 10 in Presque Isle, which are now allocated to those cities for commercial use. Bates College now controls Pine Tree Telecasting Corp., permittee of station WPTT on ch. 10 in Augusta, which it intends to operate entirely as educational station and has no objection to educational reservation; chs. 7 in Calais and 10 in Presque Isle are not applied for. In their respective petitions, Mr. Gorman stated that he and associates would apply for commercial use of ch. 7 in Bangor, and university asserted that requested reservations, in addition to ch. *12 presently reserved in Orono, will make possible a statewide educational network reaching 98 percent of Maine's population. In determining what allocation of channels would best serve public interest, commission must take into account likelihood that particular channel assignment will in fact be utilized, and parties are requested to submit in their comments most specific and detailed information possible concerning their plans and preparations for use of channels in which they are interested. Comr. Hyde absent. Ann. Nov. 16.

■ By report and order, commission granted petition by Alliance of Tv Film Producers Inc., to extent of waiving, until covering rules are adopted, announcement requirements of sec. 317 of Communications Act, as amended September 13, with respect to filmed or recorded programs which have been or will be distributed for tv broadcast use, irrespective of production date of such programs. Ann. No. 16.

■ By report and order, commission denied petition by United Electronics Labratories Inc., and terminated proceedings on its proposal to add ch. 32 to Louisville, Ky.,


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and make other uhf ch. shifts. There does not now appear to be any need or demand for additional uhf ch. in that city. Comr. Hyde absent. Ann. Nov. 16.

■ By order, commission extended for additional three months—from Dec. 1, 1960 to Feb. 28, 1961—effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at station whenever transmitter is in operation, and amended sec. 3.690(a) and 3.691(a) of rules to reflect new date. Comr. Hyde absent. Ann. Nov. 16.

■ Commission scheduled following proceedings for oral argument on Dec. 15 and 16:

Tv application of Fisher Bcstg. Co. and Tribune Publishing Co., for ch. 2 in Portland, Ore.; WOOD Bcstg. Inc., to change trans. location of WOOD-TV (ch. 8), Grand Rapids, Mich.; Suburban Bcstg. Co., (WVIP) Mount Kisco, N. Y.; Charles J. Lanphier, Golden Valley, Minn.; Eider C. Stangland, Shelton, Iowa; and Minnesota Radio Co., Hopkins-Edina, Minn.; WJIV Inc. (WJIV) Savannah, Ga.; Madison County Bcstg., Tri-Cities Bcstg. Co., and East Side Bcstg. Co., Granite City, Ill.; and Coast Ventura Co. (KVEN-FM) Ventura, Calif. Ann. Nov. 16.

## Routine roundup

### ACTIONS ON MOTIONS

**By Commissioner Rosel H. Hyde**

■ Granted petition by Telemusic Co. and extended to Nov. 14 time to file exceptions to initial decision in proceeding on application of American Broadcasting-Paramount Theatres Inc. (KABC-FM) Los Angeles, Calif. Action Nov. 10.

■ Granted petition by Broadcast Bureau and extended to Nov. 18 time to file reply to petition by Interurban Bcstg. Corp., Laurel, Md., for review in proceeding on am applications of S & W Enterprises Inc., Woodbridge, Va., et al. Action Nov. 10.

■ Granted petition by Sunbeam Tv Corp. and extended to Dec. 5 time to file replies to exceptions to initial decision in reopened proceeding on applications of Biscayne Tv Corp. (WCKT) East Coast Tv Corp., South Florida Tv Corp., and Sunbeam for new tv stations to operate on ch. 7 in Miami, Fla. Action Nov. 10.

■ Granted petition by Broadcast Bureau and extended to Nov. 28 time to file exceptions to initial decision in proceeding on am application of WPGC Inc. (WPGC) Morningside, Md. Action Nov. 10.

■ Granted petition by Broadcast Bureau and extended to Nov. 21 time to file exceptions to initial decision in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N. J. Action Nov. 10.

■ Granted petition by Broadcast Bureau and extended to Nov. 23 time to file exceptions to initial decision in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Nov. 10.

**By Acting Chief Hearing Examiner Jay A. Kyle**

■ Scheduled following hearings on dates shown: Dec. 12: am applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al; Dec. 13: Walterboro Radiocasting Co. (WALD) Walterboro, S. C., and Altamaha Bcstg. Co. (WBGR) Jessup, Ga.; Dec. 14: Coastal Bcstg. Co. (WLAT) Conway, S. C.; Dec. 15: Middle Tennessee Bcstg. Co. (WKRM) Columbia, Tenn., et al. Action Nov. 9.

■ Granted petition by Skyline Bcstrs. Inc. and continued Nov. 14 hearing and further prehearing conference to date to be determined in proceeding on its application and that of Earl McKinley Trabue for new am stations in Klamath Falls and Myrtle Creek, both Oregon. Action Nov. 10.

■ Denied petition by Mesa Microwave Inc. to dismiss without prejudice its applications for fixed radio stations 10 miles NW of Lake City, 6 miles east of Madison and 2.5 miles south of Monticello, Fla.; dismissed application with prejudice. Action Nov. 10.

**By Hearing Examiner Thomas H. Donahue**

■ On own motion, continued Nov. 18 hearing to date to be determined at prehearing conference to be held on that date in proceeding on am applications of Washington Broadcasting Co. (WOL) Washington, D. C., et al. Action Nov. 10.

**By Hearing Examiner Millard F. French**

■ Granted petition by Broadcast Bureau and extended from Nov. 18 to Dec. 15 to file proposed findings and from Dec. 20 to Jan. 13, 1961 for replies in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Nov. 10.

**By Hearing Examiner Walther W. Guenther**

■ Granted requests by Montana Microwave and protestant Capital City Tv Inc. (KXLJ-TV) Helena, Mont., and continued indefinitely Nov. 15 prehearing conference in proceeding on applications of Montana Microwave for cps to extend present microwave system from Missoula to Helena. Action Nov. 9.

**By Hearing Examiner Annie Neal Huntting**

■ Scheduled prehearing conference for Nov. 22 in remand proceeding on application of James J. Williams for new am station in Williamsburg, Va. Action Nov. 8.

**By Hearing Examiner H. Gifford Irion**

■ Scheduled prehearing conference for Dec. 1 in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co., for new fm stations in New York, N. Y. Action Nov. 8.

**By Hearing Examiner Herbert Sharfman**

■ On request by counsel, directed that Cookeville Bcstg. Co., Cookeville, Tenn., need not file proposed findings in dockets et al. Action Nov. 8.

■ Granted motion by Mark Twain Bcstg. Co. and corrected in various respects transcript in proceeding on its application for renewal of license of KHMO Hannibal, Mo. Action Nov. 9.

■ Scheduled further prehearing conference for group II of consolidated am proceeding in dockets et al (Mid-America Bcstg. System Inc., Highland Park, Ill., et al) for Nov. 22. Action No. 10.

### BROADCAST ACTIONS
### by Broadcast Bureau

**Actions of November 10**

**WFAA Dallas, Tex.**—Granted mod. of cp to increase ERP to 47 kw and install new trans.

**WRVR (FM) New York, N. Y.**—Granted mod. of cp to decrease ant. height to 440 ft.; change type trans. and type ant. and make changes in ant system; remote control permitted; without prejudice to such further action as may be warranted with respect to pending petitions for reargument and hearing in dockets.

**Actions of November 9**

**WWML Portage, Pa.**—Granted license for am station.

**WAXU Georgetown, Ky.**—Granted license covering increase in power, installations DA-D, changes in ant. and ground systems, installation new trans., change ant.-trans. and studio location and deletion of remote control.

**WIZZ Streator, Ill.**—Granted license covering changes in DA patterns.

**WTRN Tyrone, Pa.**—Granted license to cover expired permit which authorized change of facilities, installation of new trans.

■ Granted STA for following repeater stations: Town of Alma, ch. 8, Alma, Park County, Colo. (KOA-TV, ch. 4, Denver, Colo.); Zuni Tribe, ch. 11, Zuni Pueblo, N. M. (KOB-TV, ch. 4, Albuquerque, N. M.); Emmetsburg Chamber of Commerce, chs. 10 and 7, Emmetsburg and immediate vicinity, Iowa (KGLO, ch. 3, Mason City and KTIV, ch. 4, Sioux City, both Iowa); Ash Fork Recreation Assn. Inc., ch. 8, Ash Fork, Ariz. (KTVK, ch. 3, Phoenix, Ariz.); Flaming Gorge Community Tv, chs. 2, 4 and 6, Manila and Dutch John, both Utah (KSL-TV, ch. 5, KUTV, ch. 2, KCPX, ch. 4, all Salt Lake City, Utah); Cedar Mountain Tv Assn., chs. 11, Upper Southfork, and 13, Cody, Northfork and Southfork, both Wyoming (KGHL, ch. 8, Billings, Mont.); Moapa Valley Tv Maintenance District, chs. 9 and 7, Overton, Nev. (KSHO-TV, ch. 13 and KLRJ-TV, ch. 2, both Las Vegas, Nev.; Philip Tv Assn., chs. 13 and 9, Philip, S. D. (KOTA-TV, ch. 3, Rapid City, S. D., and KPLO-TV, ch. 6, Reliance, S. D.); Carlin Tv District, chs. 11 and 9, Carlin, Nev. (KOLO, ch. 8, Reno, Nev. and KSL-TV ch. 5, Salt Lake City, Utah); Meeteetse Community Tv, chs. 12 and 9, Meeteetse and immediate area, Wyo. (KGHL, ch. 8 and KOOK, ch. 2, Billings, Mont.).

**WSTR Sturgis, Mich.**—Granted license covering changes in ant. system.

**WEPM-FM Martinsburg, W. Va.**—Granted license covering installation of new trans.

**WHBF-FM Rock Island, Ill.**—Granted license covering increase in ERP; ant. height; change in trans. location, installation new trans. and ant. and changes in ant. system.

*Continued on page 119*


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**Manager, dependable,** sober Milwaukee County, new FM, strong sales programming as AM, well financed opening 90 days, real opportunity. References. Box 802C, BROADCASTING.

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**Top-rated station in** Little Rock, Arkansas—has opening salesman with management potential. 30-40, married. Guarantee moving expenses, rapid advancement for producer. Area applicants favored. Send resume, photo, first letter. Box 704C, BROADCASTING.

**Radio time salesman** with drive and imagination. Guarantee plus top commission. San Diego market. Box 739C, BROADCASTING.

**If you want** to live in Honolulu, Hawaii, and are interested in making money, we are interested in you. Station has competitive ratings and good reputation. All information confidential. Write Box 812C BROADCASTING.

**Wanted:** Salesmen who can sell, country and western station, board work optional, salary. Box 852C, BROADCASTING.

**Opportunity** for energetic salesman of good character for network station in Texas resort city. Box 891C, BROADCASTING.

**Salesman**—excellent opportunity for good producer. Top St. Louis independent, multiple market. $6000 plus resume to Box 904C, BROADCASTING.

**National sales manager.** 5,000 watts regional station serving eastern agricultural market, wants manager to contact agencies and supervise regional sales. Box 927C, BROADCASTING.

**Southern group**—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume Box 977C, BROADCASTING.

**What proposition acceptable?** Phone or write W-RIP, Chattanooga.

**Salesman-new** radio station-leading to sales management. WSOR. Windsor, Conn.

### Help Wanted—(Cont'd)

### Sales

**New England** radio salesmen . . . only major leaguers wanted for top 5 kw in major market, new ownership. Lucrative draw (based on experience) against 20% commission. Apply in complete confidence to General Manager, WTYM, Springfield, Mass.

### Announcers

**Eastern fulltimer** in metropolitan suburb has opening for experienced announcer. Adult programming, sound operation, and fine local reputation in the market. If you are a good, experienced, small market announcer on the way up, this attractive job is for you! Box 709C, BROADCASTING.

**Immediate opening** in south Florida for ambitious, bright personality dj. Future determined by initiative. Must be interested in m-o-n-e-y. No beginners. Rush tape, resume. Box 714C, BROADCASTING.

**Experienced announcer** wanted by Illinois kilowatt independent adult music station for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 718C, BROADCASTING.

**Pennsylvania station** in city of 25,000. At least 2 years commercial experience. Must be good board man, good on news and commercial work, have car. Excellent starting salary with regular pay increases. Opportunity to advance in chain. Tape and resume to Box 826C, BROADCASTING.

**1st phone man** limited experience and voice beginner can fit this bill. Get your engineering and voice experience at a top flight power station. Many extras. Located Illinois. Box 856C, BROADCASTING.

**Announcer-salesman** to help launch new station in Winchester, Virginia. Salary plus commission. Send resume and references to Box 872C, BROADCASTING.

**Experienced,** well-educated announcer for south Texas network station. Box 888C, BROADCASTING.

**Southern 50,000 watt** clear channel. Experienced individual, enthusiastic air personality. Better than average money. Send immediately, tape, resume and photo. Box 909C, BROADCASTING.

**Mature announcer.** Permanent position in one of southeastern Massachusetts oldest stations. No rock and roll. Send tape, resume, photo and salary requirements to Box 919C, BROADCASTING.

**Experienced** first phone dj for swinging, modern northwest station. No maintenance required. Box 947C, BROADCASTING.

**Florida (gulf coast).** Mature top-notch production-minded morning man. Prestige 5 kw. No rock, no belters. Top pay for real air salesman. Air check, tape, photo, resume. Box 956C, BROADCASTING.

**Announcer-engineer**—Central Florida east coast needs experienced announcer engineer, emphasis on announcing. Send tape and resume to Box 957C, BROADCASTING.

**DJ-sports.** Must be youthfully aggressive, yet have mature voice and professional combo experience. Box 958C, BROADCASTING.

### Help Wanted—(Cont'd)

### Announcers

**Swinging d.j.** with 1st ticket for top station excellent Michigan market. Tape, photo, resume, recent earnings to Box 970C, BROADCASTING.

**Salesman-announcer** with first ticket for western Pennsylvania. Short board shift. $110 per week guarantee against commission. Good chance for advancement in chain. Send resume and tape to Box 971C, BROADCASTING.

**Immediate opening** for announcer interested in getting into sales. Small market. Wonderful chance for advancement to eventual managership in expanding company. Prefer mature man of 25 years or older. Contact Mel Bennett, Radio Station KSTV, Stephenville, Texas. Telephone Number Woodlawn 5-3141.

**1st class ticket**—combo dj needed immediately. No maintenance required. Please send background resume and tape covering dj and news work. Salary commensurate with ability and experience. Will consider new entrants to field, since opening is for night shift. KWBB, Wichita, Kansas.

**Growing southern** chain needs versatile announcer. Good pay and opportunity to sell with excellent commission rate. Looking for a job with a future? Contact Wayne Sims, WARF, Jasper, Alabama.

**Immediate opening** for experienced mature staffer. Announce, write, do news and dj. Must have good voice, be reliable and aggressive. Growing chain, many advancement opportunities. Send tape and resume to WBLF, Bellefonte, Pa.

**WDLR, Delaware, Ohio** needs announcer and announcer-engineer. New station, third in group. New building, all new Collins equipment. A real opportunity. Rush tape and details to C. R. Taylor, 14 Campbell Street.

**Swinging dj** wanted $80-? minimum for 32 hours. Medium metro 5 kw in heart of Dixie. Phone or write Ed Morgan WETU-Radio, Amherst 5-5000. P. O. Box 453, Montgomery, Alabama.

**Wanted staff announcer.** News, record shows, run own board. Daytimer. Send tape, resume, photo WNIL, Niles, Michigan.

**Immediate opening** for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

**Announcer-dj** with good music NBC midwest affiliate. Must have experience. Work days. Good salary plus benefits. Send photo, tape and resume to Ed Hout, WTRC, Elkhart, Indiana.

**Creativity.** The sounds that build your rating. Offering specially taped one liners unique and professional. Over 100 original wild tracks successful in major markets. $10.00 cash or money order buys entire package. First come basis. Samples one buck and your tape. Eastman Productions, 1836 Jackson Street, Hollywood, Florida.

**Announcers.** Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

### Technical

**Chief engineer** for eastern Ohio radio station. Starting salary $110. Reply to Box 830C, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

**Single market** west Texas station has immediate opening for first class ticket to help announce, write copy or sell. Engineering ability is not important. Box 854C, BROADCASTING.

**Have immediate opening** for qualified engineer to do maintenance work for good single market station. Some travel required. Box 855C, BROADCASTING.

**Chief engineer** for new 500 watt DA station in Winchester, Virginia. Some announcing. Send resume and references to Box 873C, BROADCASTING.

**An engineer** in charge situation for the right man with three stations supervision. In northwest. $600.00 a month wage within 8 months and additional increases thereafter. Must be able to do emergency announcing. Box 926C, BROADCASTING.

**Opening** with good opportunity for experienced engineer for 5 kw daytimer. Salary in line with ability. Good living and working conditions in small, progressive town. Announcing or sales experience helpful. Send complete resume to Box 1114, Sylva, North Carolina.

**Transmitter engineer.** #1 station, Illinois' second market. Permanent position with excellent working conditions. Opportunity to share mobile equipment maintenance and facilities development. Write R. D. Schneider, WIRL, Peoria, Ill.

**Chief engineer** or combo chief and announcer. Salary open. WVOS, Liberty, New York.

**Consulting engineer.** Broadcast experience or degree. Will train qualified beginner. Am-fm-tv allocation and field work. Resume to: Walter F. Kean, 19 E. Quincy St., Riverside, Illinois (See Professional Cards).

### Production-Programming, Others

**Wanted:** Newsman—central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to Box 629C, BROADCASTING.

## Help Wanted—(Cont'd)

### Production-Programming, Others

**Experienced,** persuasive copywriter for network Texas resort City. Box 889C, BROADCASTING.

**Texas station** needs experienced dependable traffic manager. Box 890C, BROADCASTING.

**Creative Copy Writer,** also good in production for excellent Michigan market. Resume, photo, recent earnings to Box 960C, BROADCASTING.

**Western midwest single station** market needs experienced sports-sales combination, or sports-news director. State's number one sports station. Write Box 980C, BROADCASTING.

**Newsman** to set up and operate intensive local news coverage for central Ohio station. Send details and tape to WDLR, 14 Campbell St., Delaware, Ohio or call C. R. Taylor, Delaware 2-0021.

**Wanted:** Two experienced men. News director and announcer-dj. Mature voices, tight production. Progressive station in college town of 10,000. Rush photo, tape, resume. John Heath, WEIC, Charleston, Ill.

**Open,** a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

**Experienced** spot commercial writer to write continuity and make up book. Give complete details about yourself, references and samples. WNXT, Portsmouth, Ohio.

**Program director**—New radio station-advancement possibilities. WSOR, Windsor, Conn.

## RADIO

### Situations Wanted—Management

**Dynamic** small-medium market manager with sales, program, tech experience wants firm station. Box 766C, BROADCASTING.

**Station** not doing all it should? Change managers. Write me. Box 825C, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

**Licensed professional engineer** over 25 years broadcasting experience desires active management participation in am and/or tv operation south, southwest or Pacific Northwest. Can make substantial cash investment in attractive proposition. Box 835C, BROADCASTING.

**Manager**—over ten years experience station operation. Capable of handling any problem situation, building sales and ratings. Stable, responsible radio man with outstanding record. Available immediately for work in any market. Write Box 900C, BROADCASTING.

**Available** January 1st, 1961. Successful seasoned radio and television executive-salesman, mature in thinking, agile in activity. Former branch manager NBC, Mutual, plus operating head of well known representative firm. Excellent sales record, top level contacts agencies, advertisers in New York, Detroit and Chicago. Seeking executive or top level sales position, located in any of above centers. Prefer medium salary or guarantee plus good commission arrangement. Top references, family man. Box 928C, BROADCASTING.

**Doubled gross** in two months with creative programming, production and news. Can do same for you. Assistant manager, pd, c.e. Looking for larger market. Let me tell you my story. Box 939C, BROADCASTING.

**Take reliability,** versatility and stability; add fifteen years experience plus a high profit management record; conclude with the love of mature radio plus the desire to advance . . . if you'd like more on this man, inquire. (P.S. first class license too). Box 942C, BROADCASTING.

**General manager**/sales manager for small, medium market station 15 years experience sales and management, heavy on local, regional. Thorough knowledge all phases station operation and time sales. Interested only in complete responsibility. Highest industry references. Box 946C, BROADCASTING.

**General or sales-manager.** Experienced. Believer speculation sales tapes. 37, college. Box 954C, BROADCASTING.

**Manager,** expects to be available. This station had two year 1957-58 $80,000 loss. Under my management 1959-60 two years profitable operation. My owner considering several good offers to sell. I'll show four years comparative financial statements underwriting my ability. Ten year background manager/sales manager experience; owner's endorsement, and strong industry references. Your interest appreciated, held confidential. Box 959C, BROADCASTING.

**Southeastern** radio station manager permanently employed at solid money making station, desires make change due to present remuneration and potential advancement. Consider small station management, medium or metropolitan sales. Prefer partial ownership. Box 963C, BROADCASTING.

**15 years experience** general/sales manager. First class license. References-resume on request. Box 966C, BROADCASTING.

**Interested** profit sharing management or leasing opportunity. Profit increases guaranteed. Confidential. Box 976C, BROADCASTING.

**15 years experience.** Station manager, program director, all phases of programming, announcer, disc jockey. 2½ years television, commercial voice. Available immediately. Family man. Box 979C, BROADCASTING.

### Sales

**Successful sales manager** for 14 years with one station. Desires to relocate N.Y. metropolitan area; SW; Florida or California. Box 967C, BROADCASTING.

**Announcer, salesman.** Family man, no floater will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N. Y. ATwater 9-1029.

**7 years radio,** which includes 2 years selling in midwest. Good dj. Prefer east. Management experience 1 year. HU 2-1240 after 3 p.m. or Salesman, 362, Mt. Prospect Ave., Newark, N. J.


# WE ARE LOOKING—ARE YOU?

## Men and women are needed

We are one of the best broadcast operations in California and we have been scouting for months for the right kind of people to fill several vacancies in our expanding radio, tv, fm and Muzak operations. Sure, we are hard to please. Our standards are high.

We demand mature people with the ability to use discretion and make intelligent decisions. We want men and women who love the broadcast field and who can creatively and energetically take pride in a job well done. The people we now have believe in "Doing a job"—not "Talking about it." The people we want are always looking for a better way to do things—to improve and to grow.

If you think you are such a person and would like an ideal California medium market, (and you are positive you want to live in California), then here is what we need: Executive-type women who can fill positions in promotion, traffic, accounting and continuity; good announcers with 1st class tickets; a good radio chief engineer who can announce; a hard digging newsman who can gather, write and announce news; top flight salesmen for radio, TVA and fm. Our people are paid well. We have many fringe benefits, including the opportunity to grow with an organization which now includes stations, with more in the future if we can produce. Our plans include a profit sharing pension trust and our people have security. No politics in our organization.

If you are looking for an opportunity and are willing to work hard, then give us all the information in the first letter, plus a tape if you announce, and a photograph if you want tv. Address all replies to:

**Box 978C, BROADCASTING**

## Situations Wanted—(Cont'd)

### Announcers

**Basketball play-by-play** seven years experience, finest of references. Box 747C, BROADCASTING.

**Announcer, chief engineer,** production, program director. Directional, major market experience. Box 784C, BROADCASTING.

**Happy sounding,** fast paced, top 40 dj wishes to relocate in south or southeast. Tops in medium market. Six years. Experienced production, promotion, and news director. Come and get me. Box 813C, BROADCASTING.

**Disc jockey-tv** personality. Nine years in top ten market. Traffic slot top rated for last three years. Movie host sponsored continuously nine years. Agency programming background. Interested in permanence with aggressive station or chain. Prefer personal interview and audition. Box 814C, BROADCASTING.

**Young, experienced** "personality plus" dj. Good references. Will promote with appearances and hops. Box 866C, BROADCASTING.

**Announcer, disc jockey,** experienced, married family man wants to settle. Box 915C, BROADCASTING.

**Negro, disc jockey,** capable of working board, commercials, news. Versatile, salesminded. One year training announcer training studios. Strong on music. Box 916C, BROADCASTING.

**If you're a** progressive station operating within commuting distance from New York and considering operating a full 24 hours with music and news, a top-notch disc jockey skilled in this type of operation will build and/or establish an all-nite show slated to hypo your station's listening capacity. Large personal record library geared for this type of show comes with me as well as experience, reliability, references and good taste. Tape and personal interview upon request. Box 917C, BROADCASTING.

**Announcer, mature.** Authoritative news. Smooth dj. Multi station markets only. Box 920C, BROADCASTING.

**Beginner, disc jockey,** knows music, writes jingles, news editing, music library, mild cerebral palsy. Tape resume. Box 921C, BROADCASTING.

**Announcer personality, dj.** Experience, will settle. Not a floater. Box 922C, BROADCASTING.

**6 years experience;** college degree radio-tv; first ticket; presently employed. Desire news-sports position west coast. Box 933C, BROADCASTING.

**Announcer, writer.** Seeking employment with stable operation as writer, announcer. Consider all markets. Box 934C, BROADCASTING.

**Western** or Piedmont, Carolina operation desired, top air personality now employed, no rat-race, but not dead on your feet, weekly pay please. Ten years experience all phases, try me! Box 938C, BROADCASTING.

**First phone.** Remotes. College. Copywriter. News. Sales. Opportunity to learn. Box 941C, BROADCASTING.

**Personality plus** looking for permanent assignment. If you are in major market and want outstanding experienced air personality who is dependable and personable, send for tape and background now. Box 945C, BROADCASTING.

**Announcer** with 1st class ticket, steady, versatile. Wants progressive station in midwest. Excellent references. Box 948C, BROADCASTING.

**Personable young jockey**—Willing to work. Would like late evening spot, consider others. Details first letter. Box 952C, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**College educated** combo man seeks future with good station. Handle all shifts, reads well, runs good board, has first phone. $100.00. Box 953C, BROADCASTING.

**Announcer,** experience, married want to settle down-dj, operate control board, good ad-lib. Box 968C, BROADCASTING.

**Announcer,** experienced, family man. Sales, bright sound. Want to settle down. Box 972C, BROADCASTING.

**13 years experience** will be lucky for both of us. Sports specialist—play-by-play all major sports. Sales background. Sincere family man with unlimited potential. No market too large for ability. Box 974C, BROADCASTING.

**Negro announcer.** Can do all phases of announcing; news, commercials (hardsell-softsell), records and sports. Married, college graduate. Box 981C, BROADCASTING.

**Man Friday**—Outstanding announcer and salesman, 25, single, college grad. Excellent broadcast background. Seeks diversified position in small operation—relocate anywhere. Marv Burton, 210 Riverside Drive, Apt. 3D, New York City, RI 9-0196.

**Staff announcer,** first phone. Experienced, have car. All staff duties. Tom Cannon, Suite 216, 5504 Hollywood Blvd., Hollywood 28, California. Hollywood 9-7878.

**Announcer-dj,** excellent voice, veteran 21, single, limited experience but quick to learn, will relocate anywhere. Steve Irwin, 8 Pinetree Dr., Farmingdale, N. Y.

**See television ad**—Dick Landfield.

**D-Js experienced.** Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

**Announcer, 1st phone,** $85, no car. BE 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

### Technical

**First class engineer** for transmitter duty in radio or tv. Experienced. No announcing. Box 789C, BROADCASTING.

**New Jersey area.** Fifteen years experience. First phone—directionals. Supervisory experience. Finest of references. Box 918C, BROADCASTING.

**Reliable 1st phone** light announcing, studio-transmitter maintenance. No auto. Box 936C, BROADCASTING.

**Chief engineer,** doubles as top announcer, newsman, program director. Fourteen years experience. Box 940C, BROADCASTING.

**Young, eager,** chief-engineer, announcer desires better paying engineering-announcing position in east with advancement. Box 955C, BROADCASTING.

**First phone announcer** 13 years experience. Family man currently employed at 50 kw station as announcer. Want back in combo small station. Prefer east, but will travel elsewhere. Box 961C, BROADCASTING.

**Engineer,** first phone, 20 years experience, desire permanent position as engineer or announcer-engineer in S.E., other sections considered. Box 964C, BROADCASTING.

**Experienced first phone.** Will travel. Box 31393, Los Angeles 31, California.

**Chief engineer,** dj, knows engineering, music. Considerable experience. Now employed at $100 week, but have tendered notice to relocate. Good references. Write or wire: Downie, P.O. Box 403, Owego, New York.

## Situations Wanted—(Cont'd)

### Technical

**Experienced** radio-television engineer desires postion with university or similar operation. Would consider good music dj post as also fluent French and German speaker holding first class phone license. For further information write Longyear, Box L, Teaticket, Mass. or phone Falmouth, Mass. KI 8-2184.

### Production-Programming, Others

**News director** and play-by-play announcer with deep sports knowledge looking for permanent job with a station that wants and needs excellent news and sports coverage. Prefer college town. Box 816C, BROADCASTING.

**Southern California** newspaperman, 11 years experience, seeks radio or tv news. Two children, 34, j-grad, vet. Now making $145. Box 842C, BROADCASTING.

**Editorializing specialist,** dynamic radio-tv newscaster - commentator, writer/producer news documentaries. Box 929C, BROADCASTING.

**Mature** metropolitan area award winning news director considering change. College graduate, eight years radio, four as news director, has reached peak progress and salary wise. Strong on local, court and political coverage. Adequate voice, good on commentary and editorials. Air checks available. Please no blue sky offers. Box 930C, BROADCASTING.

**Here's a level headed man** who knows promotion. Background includes eight years managing good stations, also selling, programming and announcing. Present position seven years. Prefer southeast. Box 944C, BROADCASTING.

**Script girl**—announcer capable of handling spot sales, looking for staff position on progressive outlet in northeast—steady, reliable. experienced. Box 965C, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

**Energetic, persuasive** salesman large Texas market. Box 796C, BROADCASTING.

**Wanted,** general sales manager for outstanding tv station in Wichita, Kansas. Excellent opportunity for right man with thorough knowledge of national and local sales plus strong selling ability. Inquiries held confidential. Box 924C, BROADCASTING.

**Tv station** under new ownership. Expanding sales staff. Need two experienced salesmen. Exceptional opportunity. Send resume to Jack Walkmeyer, Station Manager, KBLR-TV, Goodland, Kansas.

**TV salesmen wanted** (2) for growing California chain. Must be creative, ambitious and have good management potential. Top salary, commission and car allowance. Must be available immediately. Write, Director Local Sales, KSBW-TV, P.O. Box 1651, Salinas, California.

**TV film salesmen,** all regions of USA, selling new children's animal series, commission. TV Associates, 62 Pinehurst St., Lido Beach, LI, New York.

### Announcers

**Experienced announcer-switcher** for south Texas station. Box 794C, BROADCASTING.

**Experienced** on camera announcer, for established central California station. Must be strong air-salesman. Ability to do ad-lib pitch a pre-requisite. Versatility a must. Please, no idiot-sheet readers. 3 years commercial tv experience plus good personal background required. Send picture, resume and sof (if available) with application. All replies confidential. Box 925C, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

**Newscaster**—for one of the top 10 markets, for strip show and street work. Must be experienced in all areas but no disk jockeys or announcers need apply. Box 973C, BROADCASTING.

**Wanted announcer-director,** salary plus top talent rate. East coast Florida tv station. Send complete resume, pictures, sof or video tape to: Tony Glenn, WPTV, Palm Beach. Florida.

### Technical

**Transmitter engineer** for Texas vhf. Box 795C, BROADCASTING.

**Major west coast** market has opening for technician. Reply Box 843C, BROADCASTING.

**Engineer** wtih strong mechanical aptitude for maintenance of microwave system. Must have FCC first or second phone and experience necessary to assume responsibility for system with minimum of supervision. Good salary with expense allowance while in field. Contact Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

**Two engineers** with first phone. Consider tv tech school grad. Prefer man with some electronic service experience. Send resume and photo to John Seide, KNOP-TV, North Platte, Nebraska.

**Chief engineer** needed for vhf station KFOY-TV soon to go on air in Hot Springs, Arkansas. Write to Hammett & Edison, Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California.

**Maintenance engineer** needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

### Production-Programming, Others

**Continuity writer** with speed and creativity for vhf in large Texas city. Box 793C, BROADCASTING.

**Experienced, dependable** traffic manager Texas vhf. Box 797C, BROADCASTING.

**Major network** owned station seeks top caliber production manager. Excellent opportunity for creative, experienced man. Send full details and photograph with first letter. Box 983C, BROADCASTING.

## TELEVISION

### Situations Wanted—Management

**Under 30,** desire management position. Finest three year record film industry. Prior, lead salesman major CBS-TV affiliate. Fine appearance, genuine ability! Presently employed. Seek refined, permanent position. Box 893C, BROADCASTING.

### Announcers

**Announcer,** excellent commercial . . . news . . . weather . . . gather, write, air. 8 years am-tv. 35, stable, family, now in midwest. Want opportunity in larger market anywhere. Best of references. Please write Box 923C, BROADCASTING.

**Mature, personable** tv staff announcer in present position seven years seeks to move into large market. Top references. Fifteen years experience all phases. Box 951C, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Experienced**—On camera television—50,000 watt radio. News director, versatile dj, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Weekly minimum $110.00. Dick Landfield, 5053 N. Troy, Chicago, Illinois. Keystone 9-5936.

### Technical

**Studio technician,** five years experience. Superb on lights, camera and special effects creation. TV school graduate. Sorry no ticket. Box 837C, BROADCASTING.

**Can you use** well qualified transmitter maintenance and operations man and pay reasonable salary? Box 847C, BROADCASTING.

**Engineer:** 14 years in broadcasting, last 3 with top consulting firm. Seeking responsible position with large operation or chain. Box 969C, BROADCASTING.

### Production-Programming, Others

**I eat competition** for breakfast! Award winning promotion director. Comprehensive radio-tv experience. Quality work! College—26—family. Prefer California market. Consider others. Box 937C, BROADCASTING.

**Floor director** of leading mid-western station desires position as director. Prefer west or south. Write Box 982C, BROADCASTING.

## FOR SALE

### Equipment

**Ampex 601,** low impedance input—$450.00. Telefunken U-47 microphone, complete—$225.00. Presto disc recorder, 6D, 16 inch—$150.00. Presto disc recording amplifier—$75.00. Two sets Rangertone disc recorder and amplifier — $375.00/set. Box 818C, BROADCASTING.

**RCA 70D turntables,** BA-2C amplifiers, N and D meter 69-B, audio oscillator 68-B, GE BA10A amplifier, 639A and 633A microphones, audio and power terminal blocks, etc., sell cheap. Box 823C, BROADCASTING.

**FM 3 kw GE** transmitter (BT-3-A). 250 watt driver in excellent condition. 3kw amplifier needs some work. $3500. GE-BM-I-A frequency and modulation monitor, excellent condition, $750. Entire package $4000. Box 943C, BROADCASTING.

**G.E. 250 watt transmitter** complete—tubes and crystals. Now operating WJBW, New Orleans, La.

**Tower**—immediate delivery—Utility heavy duty 185' with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

**Thermometer, remote,** electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

**Video monitors.** Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

**Will buy or sell** broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

**Video monitors-demo units.** We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitor. 17" models $185.00 @ new warranty, Miratel, Inc., New Brighton 12, Minnesota.

## WANTED TO BUY

### Equipment

**5 kilowatt transmitter.** Must be top condition for cash. Box 962C, BROADCASTING.

**Anything in broadcasting** field from a tube to a tower sold or bought. Want STL, cameras and high power A.M. trans. Electrofind, 440 Columbus Ave., N.Y.C.

**Do you have** white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

**Construction permits** in Arizona, New Mexico, Nevada and California wanted. Will buy all or majority at top prices. Do not reply after December 31. Kandel Corp., 4010 Virginia Ave., S.E., Charleston, W. Va.

## INSTRUCTIONS

**FCC first phone** license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

**Be prepared.** First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

**FCC license.** Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

**Announcing, programming,** etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

## MISCELLANEOUS

**Comedy for deejays!**—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

### Miscellaneous

**BROADCAST PRINTING**
**New Approved**
**STANDARD BILLING FORMS**
**FOR RADIO/TV SPOT**
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.
**FREEBERN PRESS, INC.**
**Hudson Falls, N.Y.**

## RADIO

### Help Wanted—Announcers

**TOP PERSONALITIES WANTED**

for top market station. Good bright voices and be able to handle tight production. Send complete resume, photo and tape at once.

**Box 799C, BROADCASTING**

**OUTSTANDING**
***OPPORTUNITY***

For mature morning man with top metropolitan Canadian station. Sincere warmth essential. Music policy middle-of-the-road.

Apply

**Box 932C, BROADCASTING**

**Standards Are High**

If you are intelligent—

If you are professional—

If you can measure up to the high standards of a quality station—

WWJ Radio has an opening for an announcer to handle both staff and record show assignments.

Send tape, photo and resume to:

**PROGRAM MANAGER**
**WWJ RADIO**
**DETROIT 31, MICHIGAN**

### Production-Programming, Others

**"WANTED"**
**RECORD LIBRARIAN**

**DESCRIPTION:** College grad, 5 years small station experience, ambitious, company-man.

**IDENTIFYING MARKS:** Good taste, all-around showmanship, ability to select proper sequence, change of pace, thorough knowledge of recording artists and records essential.

**REWARD:** Outstanding career opportunity in Major Midwestern radio station. Excellent salary and working conditions. If you fit the description of this man, write.

**Box 908C, BROADCASTING**

### Help Wanted—(Cont'd)

### Production—Programming, Others

**WANTED**

Newsman—Central California regional station is looking for expert all-around man to gather, write and air news in authoritative style. Good future with number one station. Rush resume, tape at 7½ and reference to:

Box 629C, BROADCASTING

**Latin America!**
**UNUSUAL OPPORTUNITY**
**For Unusual Person!**

**Fast moving Radio-TV operation affiliated with ABC International with solid U. S. and Latin American backing wants Radio Program Director for new station.**
**Must have the following qualifications:**
***Speak FLUENT Spanish**
***Solid experience in TOP-40 or Music & News format in U. S. and have ideas on how to make same swing in Spanish.**
**An outstanding career opportunity in a fast growing Central American Market is offered to the person who can meet our qualifications.**
**Write full resume.**
**Box 785C, BROADCASTING**

## RADIO

### Situations Wanted—Announcers

**$1,000.00**

**I earn monthly for being top rated DJ, top billing salesman in medium size highly competitive market. I've passed the Tiger Test in aggressiveness for General Manager, Sales Manager, P.D. or D.J. I've reached top dollar in present job and want more money, broader horizons with young, aggressive group or station that desires honesty, sobriety, steadiness on a reciprocal basis. Bright, tight, with sellability, I am under 30, have degree, am truly professional. Gimmick r 'n r or prestige net, I swing. Specifics yours at:**

**Box 949C, BROADCASTING**

### Production—Programming, Others

**ATTENTION**

**PRODUCERS—DISTRIBUTORS**

**WEST COAST REP**

**TO**

**AGENCIES—STATIONS**

**BOB DEVINNY**

1736 Stockton

San Francisco

YU 2-9278

### Situations Wanted—(Cont'd)

### Technical

**CHIEF ENGINEER**

Experienced—all phases, AM-FM-TV, including supervision. Have proven plan for low cost AUTOMATED operation. Will consider assistant chief position.

**Box 975C, BROADCASTING**

## TELEVISION

### Help Wanted—Sales

**TV SALESMEN**
**WANTED (2)**

For growing California chain. Must be creative, ambitious and have good management potential. Top salary, commission and car allowance. Must be available immediately. Write, Director Local Sales, KSBW-TV, P. O. Box 1651, Salinas, California.

### Production-Programming, Others

**WFMY-TV**
**GREENSBORO, N. C.**

**Has excellent opportunity for a smart promotion-public relations man to head its promotion department. This job must have a man with broad experience. He must be familiar with layout, be a capable writer and research minded. Submit application with full information on experience, samples of work and photograph to General Manager, WFMY-TV**

## FOR SALE

### Equipment

**LENSES**

"Off-the-Shelf" delivery! Lenses for Image-Orthican Cameras, Vidicon and other requirements. Top Quality. Write for list and catalog.

**BURKE & JAMES, INC.**

321 So. Wabash Ave., Chicago 4, Ill.

## FOR SALE

### Equipment—(Cont'd)

**RADIO REMOTE CONTROL SYSTEM**

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

**MOSELEY ASSOCIATES**

P.O. Box 3192 Santa Barbara, Calif.

**Spotmaster**

**NO. 1**

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self cueing record-playback combo unit.

For details or demonstration, write

**VISUAL ELECTRONICS CORP.**

356 W. 40th STREET, NEW YORK 18, N.Y.

## WANTED TO BUY

### Stations

**WANTED**

To purchase, from principle only, radio station grossing $125,000 to $200,000 per year. Terms to be negotiated. We have 20 years radio experience. Successful management. Will consider any area. *NO BROKERS, PLEASE.* Write in confidence to:

**Box 935C, BROADCASTING**

**Eastern Metro-Radio Owners!**

I would like to buy all . . . control . . . lease or manage your property. I can make money for eastern metro property. Young, aggressive, best references . . . now managing money maker. Not super man . . . just hard worker. Consider all offers.

**Box 950C, BROADCASTING**

## EMPLOYMENT SERVICE

**PLAY IT SAFE!**

Insist that all new personnel register with:

**Radio-TV Employee Reference Bureau**

1520 East Main, Puyallup, Wash.

**PLAY IT SAFE!**

## EMPLOYMENT SERVICE

**SPECIALIZED PLACEMENT**
**Service for Men**
**In The**
**RADIO-TV INDUSTRY**

- Station Manager
- Commercial Manager
- Program Director
- News Director
- Copy Writer
- Announcers
- Engineers

Our service confidential-rapid-effective—forward us a resume—or if you have not prepared one—mail your name and address for further information.

**EARL WOOTON**
**DRAKE PERSONNEL, INC.**

29 E. Madison Chicago, Illinois

Tel—FI 6-8700

**JOBS**

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

**WALKER EMPLOYMENT SERVICE**

BROADCAST DIVISION

83 So. 7th St. Minneapolis 2, Minn.

FEderal 9-0961

## FOR SALE

### Stations

**CALIFORNIA**

Single station market daytime. $60,000 with 29% down, balance 7 year. 7% interest on declining balance. Contact:

**Box 887C, BROADCASTING**

***N. Alabama* new established daytime station. 1410 KCS. Power 500 watts. Five station market—4 cities. $29,000 cash price. No brokers. P. O. Box 55, Haleyville, Alabama.**

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**
**ESTABLISHED 1946**

Negotiations Management
Appraisals Financing

**HOWARD S. FRAZIER, INC.**

1736 Wisconsin Ave., N.W.
Washington 7, D.C.

## FOR SALE

### Stations

| | | | | |
|---|---|---|---|---|
| Calif | Single | Fulltime | $ 150M | terms |
| Fla | Small | Fulltime | 50M | terms |
| Calif | Single | Daytimer | 75M | 29% |
| Ga | Single | 250w | 175M | terms |
| Tenn | Single | Daytimer | 125M | 29% |
| La | Single | Daytimer | 53M | terms |
| Va | Single | Fulltime | 57M | 15dn |
| TVA | Single | Daytimer | 85M | 30% |
| Texas | Single | 250w | 28M | 8dn |
| Ariz | Single | Fulltime | 73M | 29% |
| Ala | Medium | 250w | 65M | 22dn |
| Calif | Medium | Fulltime | 60M | cash |
| Fla | Medium | Regional | 230M | terms |
| Calif | Medium | Regional | 70M | 29% |
| Va | Metro | Fulltime | 330M | 25% |
| Calif | Metro | Daytimer | 175M | terms |
| Wash | Metro | 1kw-D | 85M | terms |
| Midwest | Large | low freq | 700M | low dn |

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

## STATIONS FOR SALE

**CALIFORNIA.** Full time. Exclusive. Absentee owned. Asking $65,000 with 29% down. Can negotiate.

**NORTH WEST CENTRAL.** Excellent daytime operation. Absentee owned by top staff. Doing $70,000 annually. Asking $90,000 including real estate. 29% down.

**SOUTHWEST.** Top one hundred markets. Full time. Old, established station. Asking $270,000 with 29% down.

**NORTHWEST.** Daytimer of excellent frequency. Serves market of 100,000. Asking $68,000 with 29% down.

**SOUTH.** Top one hundred markets. Full time. Good billing. Asking $350,000 with 29% down.

**JACK L. STOLL & ASSOCS.**

Suite 600-601

6381 Hollywood Blvd.

Los Angeles 28, Calif.

HO. 4-7279

***Dollar for Dollar***

**you can't beat a classified ad for getting top-flight personnel**

**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

*Continued from page* 112

**WFUR-FM Grand Rapids, Mich.**—Granted license for fm station.

**WTON Staunton, Va.**—Granted license covering use of old main trans. as aux. trans.

**KOLE Port Arthur, Tex.**—Granted license covering installation of new trans., change main studio location and remote control point and make changes in trans. equipment.

**KBST Big Spring, Tex.**—Granted license covering change in trans. location, installation of new ant., ground system and trans.

**WLOB-FM Portland, Maine**—Granted license for fm station.

**KBAK-TV Bakersfield, Calif.**—Granted mod. of cp to change ERP to vis. 117 kw, aur. to 60.3 kw, type trans., make minor change in ant. and equipment ant. height 3,690 ft.

■ Granted following stations extensions of completion dates as shown: KBAK-TV Bakersfield, Calif. to May 25, 1961 and KJEO(TV) Fresno, Calif. to May 18, 1961.

### Actions of November 8

■ Granted licenses for following fm stations: WMKE Milwaukee, Wis., and WCBM-FM Baltimore, Md.

**WYSO Yellow Springs, Ohio**—Granted license covering installation of new trans.; increase in trans. power and changes in ant. system; ant. height 102.5 ft.

**WEPS (FM) Elgin, Ill.**—Granted license covering change in frequency, increase in power, installation new trans. and specify ant. height as 24 ft.; ERP 364 w.

**WOLS Florence, S. C.**—Granted license covering installation of new trans.

**WIAC San Juan, P. R.**—Granted mod. of license to change name to Bestov Bcstg. Inc. of Puerto Rico.

**WSUB Groton, Conn.**—Granted cp to install new trans. (main trans. location) as aux. trans.; remote control permitted.

**KGCA Rugby, N. D.**—Granted mod. of cp to change ant.-trans. and studio location.

**KKAR Pomona, Calif.**—Granted mod. of cp to change type trans.

**WTIP Charleston, W. Va.**—Granted mod. of cp to change type trans.

**WRHI-FM Rock Hill, S. C.**—Granted request for cancellation of license; call letters deleted.

**KUFM (FM) El Cajon, Calif.**—Granted authority to remain silent for period ending March 1, 1961.

**WMSA Massena, N. Y.**—Granted extension of authority to sign-off at 9 p.m. for period ending Feb. 12, 1961.

**KGW Portland, Ore.**—Granted request for cancellation of license for aux. trans.

**WHIO Dayton, Ohio**—Granted request for cancellation of license for aux. trans.

**KKAR Pomona, Calif.**—Granted extension of completion date to December 31.

### Actions of November 7

■ Granted licenses for following am stations: WVOM Iuka, Miss., and operation of remote control; condition; KSYX Santa Rosa, N. M.; WFCT Fountain City, Tenn.; WIXK New Richmond, Wis.

**WFAU Augusta, Maine**—Granted license covering increase in daytime power and installation of new type trans.

**KELK Elko, Nev.**—Granted license covering increase in daytime power and installation of new trans.

**WENY Elmira, N. Y.**—Granted license covering increase in daytime power and installation new trans.

**WHLF South Boston, Va.**—Granted license covering increase in daytime power and installation of new trans.

**WIVI Christiansted, V. I.**—Granted license covering change in frequency, increase in power, installation new ant. and ground system and new trans.

**WJRL Rockford, Ill.**—Granted license for am station.

**WDUN Gainesville, Ga.**—Granted license covering increase in daytime power and installation new trans. and DA for daytime use; condition.

**WOTT Watertown, N. Y.**—Granted license covering changes in ant. system to remove resistor.

**KOA Denver, Colo.**—Granted license covering installation of new type trans. and ground system and changes in ant. system and ant.-trans. location.

**WVNJ Newark, N. J.**—Granted license covering installation of new type trans.

**WOKJ Jackson, Miss.**—Granted license covering change of trans. location.

**WJLS Beckley, W. Va.**—Granted license covering use of presently licensed trans. for day and night operation (one trans.).

**WUOT (FM) Knoxville, Tenn.**—Granted license covering installation of new type trans. as aux. trans.

**KMRC Morgan City, La.**—Granted license covering change of trans. location, changes in ground system and operation of remote control.

**WPIK Alexandria, Va.**—Granted license covering changes in aux. ant. system.

**WNAD Norman, Okla.**—Granted license covering installation of new trans.

**WXPN (FM) Philadelphia, Pa.**—Granted license covering installation of new type trans.

■ Granted STA for following vhf tv repeater stations: Sinai T.V. Inc., ch. 11, Big Coulee, Mont.; Grass Range Translator Club, chs. 13 and 11, Grass Range, Mont. (KGHL-TV, ch. 8, Billings, Mont., and KFBB-TV, ch. 5, Great Falls, Mont.; Polson TV Improvement Assn., chs. 7 and 9, Polson, Mont. (KXLF, ch. 4, Butte and KMSO, ch. 13, Missoula, both Montana); Village of Spencer, ch. 13, Village of Spencer, Neb. (KPLO, ch. 6, Reliance, S. D.); Mina Tv Assn. Inc. ch. 8, Mina and Luning, Nev. (KOLO-TV, ch. 8, Reno, Nev.; Keyes Tv Assn., ch. 12, Keyes, Okla. (KVII, ch. 7, Amarillo, Tex.); Heart Butte T V Club, ch. 10, Heart Butte, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Iron County Commission, chs. 4 and 9, Parowan, Paragonah and Summit, all Utah, 12 and 10 Minersville, Utah, 10, 12, 4, 5, Cedar City, Utah, 4 and 5, Kanarraville and New Harmony, Utah, and 12, Modena and Beryl, Utah (KCPX, ch. 4, KSL-TV, ch. 5, Salt Lake City, Utah); Bagdad Copper Corp., chs. 9, 2, 7 and 6, Bagdad, Ariz. (KPHO-TV, ch. 5, KVAR-TV, ch. 12, KTVK-TV, ch. 3 and KOOL-TV, ch. 10, all Phoenix, Ariz.); Verde Valley Tv Club Committee, ch. 7, Lower Verde Valley and Lower Oak Creek, Ariz. (KVTK-TV, ch. 3, Phoenix, Ariz.); Aguilar T. V. Club, chs. 11, 4 and 13, Aguilar and vicinity, Colo. (KKTV, ch. 11, Colorado Springs, KOA-TV, ch. 4, Denver and KRDO, ch. 13, Colorado Springs, all Colorado); Saguache T. V. Booster Assn., ch. 7, Saguache, Colo. (KGGM, ch. 13, Albuquerque, N. M.); Rifle Community Services Inc., ch. 4, South Rifle Community, Colo. (KREX, ch. 5, Grand Junction, Colo.); Community Tv Club, ch. 3, Canon City, Colo. (KRDO-TV, ch. 13, Colorado Springs, Colo.); Riggins T. V. Assn., ch. 3, Riggins, Idaho (KLEW, ch. 3, Lewiston, Idaho); Peck T. V. Club, chs. 4 and 6, Peck, Idaho (KKLY, ch. 4, Spokane and KHQ, ch. 6, Spokane, Wash.); Mrs. Edna Edelman, ch. 3, Ford's Creek area near Orofino, Idaho (KLEW, ch. 3, Lewiston, Idaho); Clyde Community Tv, ch. 7, Clyde, Kans. (KHAS-TV, ch. 5, Hastings, Neb.)

**WOW Omaha, Neb.**—Remote control permitted (main & aux. trans.)

### Actions of November 4

**WIXK New Richmond, Wis.**—Remote control permitted.

**KPFK Los Angeles, Calif.**—Remote control permitted.

**WHYE Roanoke, Va.**—Remote control permitted.

## New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Dec. 13, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Dec. 12 in order to be considered.

Applications from the top of processing line:

**BP-13035—NEW Danbury, Conn.**, WPD Inc. Req: 1490kc, 250w, unl.

**BP-13536—NEW Alpenda, Mich.**, Rogers City Bcstg. Co. Req: 620kc, 1kw, D.

**BP-13537—WBFD Bedford, Penn.**, Inquirer Printing Co. Has: 1310kc, 1kw, D. Req: 1310kc, 5kw, D.

**BP-13543—NEW El Centro, Calif.**, Dennis Bcstg. Req: 1150kc, 1kw, DA, D.

**BP-13544—NEW Boca Raton, Fla.**, Thompson K. Cassel. Req: 740kc, 500w, DA, D.

**BP-13545—WLOU Louisville, Ky.**, Rounsaville of Louisville Inc. Has: 1350kc, 5kw, D. Req: 1350kc, 5kw, DA-N, unl.

**BP-13548—NEW Reno, Nev.**, Dennis Bcstg. Req: 790kc, 1kw, D.

**BP-13549—NEW Prattville, Ala.**, Billy Walker. Req: 1330kc, 500w, D.

**BP-13550—KCTS Fort Smith, Ark.**, United Bcstg., Co. Has: 1410kc, 500w, D. Req: 1410kc, 1kw, D.

**BP-13553—NEW Watseka, Ill.**, Iroquois County Bcstg. Co. Req: 1360kc, 1kw, DA, D.

**BP-13557—WKOY Bluefield, W. Va.**, WKOY, Incorporated. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

**BP-13558—WTCB Flomaton, Ala.**, Tri-City Bcstg. Co. Has: 990kc, 500w, D. Req: 990kc, 1kw, D.

**BP-13560—NEW Bath, N. Y.**, Bath Bcstg. Inc. Req: 1380kc, 500kw, D.

**BP-13562—NEW Brewster, N. Y.**, Putnam Bcstg. Corp. Req: 1590kc, 1kw, DA, D.

**BP-13563—WGBG Greensboro, N. C.**, Greensboro Bcstg. Co. Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

**BP-13564—NEW Taylorsville, N. C.**, Robert B. Brown. Req: 1570kc, 500w, D.

**BP-13565—NEW Sierra Vista, Ariz.**, Richard D. Grand. Req: 1470kc, 5kw, D.

**BP-13566—NEW Deerfield, Va.**, Deerfield Bcstg. Co. Req: 1150kc, 1kw, D.

**BP-13567—KCEE Tucson, Ariz.**, Associated Bcstrs. of Tucson, Inc. Has: 790kc, 1kw, DA, D. Req: 790kc, 5kw, DA, D.

**BP-13568—NEW Mesa, Ariz.**, Frank S. Barc Jr. Req: 1510kc, 1kw, D.

**BP-13573—NEW Burnet, Tex.**, Land of Lakes Radio. Req: 1340kc, 250w, unl.

**BP13574—NEW Grove City, Penn.**, James V. Perry. Req: 1600kc, 500w, D.

**BP-13575—NEW Hillsville, Va.**, Carroll Bcstg. Co. Req: 1400kc, 250w, unl.

**BP-13579—WMPT South Williamsport, Penn.**, Will-Mont Bcstg. Co. Has 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

**BP-13580—NEW Wheeling, W. Va.**, Radio Wheeling, Inc. Req: 1470kc, 500w, DA, D.

**BP-13583—WATW Ashland, Wis.**, WATW Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

**BP-13585—KVIC Victoria, Tex.**, KVIC Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

**BP-13588—KSID Sidney, Neb.**, Wm. C. Grove Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

**BP-13589—KWTC Barstow, Calif.**, Mojave Valley Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

**BP-13591—NEW Duluth, Minn.**, Linton D. Hargreaves. Req: 1390kc, 500w, D.

**BP-13592—WROB West Point, Miss.**, Bob McRaney Enterprises Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

**BP-13593—KXRK Rexburg, Idaho**, Snake River Radio & Tv Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

**BP-13597—NEW Bolivar, Mo.**, Shepherd of the Hills Bcstg. Co. Req: 1550kc, 250w, D.

**BP-13599—KWRE Warrenton, Mo.**, KWRE Radio Inc. Has: 730kc, 500w, D. Req: 730kc, 1kw, D.

**BP-13600—WKHM Jackson, Mich.**, Jackson Bcstg. & Tv Corp. Has: 970kc, 1kw, DA-2, unl. Req: 970kc, 1kw, 5kw-LS, DA-2, unl.

**BP-13602—NEW Sag Harbor, N. Y.**, Hamptons Bcstg. Co. Req: 1600kc, 500w, D.

**BP-13603—NEW Hobbs, N. M.**, Echols Bcstg., Co. Req: 1580kc, 1kw, D.

**BP-13604—WJOB Hammond, Ind.**, South Shore Bcstg. Corp. Has: 1230kc, 250w, unl. Req: 1230kc,250w, 1kw-LS, S-WEDC, WSBC.

**BP-13605—NEW Otsego, Mich.**, Dwight M. Cheever. Req: 980kc, 500w, D.

**BP-13607—KMAP Bakersfield, Calif.**, KMAP Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

**BP-13609—NEW Blythe, Calif.**, Geoffrey A. Lapping. Req: 1260kc, 500w, D.

**BP-13612—NEW Havre, Mon.**, Havre Musicasters. Req: 1340kc, 250w, unl.

**BP-13613—WOKE Charleston, S. C.**, Weaver Bcstg. Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

**BP-13615—NEW Lafayette, La.**, James A. Noe. Req: 1270kc, 1kw, D.

**BP-13617—NEW Jonesboro, Ark.**, Jonesboro Bcstg. Service. Req: 1600kc 500w D.

**BP-13620—KURA Moab Utah** Moab Bcstg. & Tv Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

*Applications on which* 309(b) *letters have been issued:*

**BP-13576—WGEZ Beloit, Wis.**, Radio Beloit Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

**BP-13581—WTCO Campbellsville Ky.**, Taylor County Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

**BP-13598—WJJM Lewisburg, Tenn.**, Louis D. Lingner. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

**BP-13618—WDTI Danville, Va.**, Radio Danville Inc. Has: 970kc, 500w, D. Req: 970kc, 1kw, D.

*Application Deleted from Public Notice of February* 18, 1960 (FCC 50-149) (25 F. R. 1597)

**BP-12715—NEW Morro Bay, Calif.**, Elbert H. Dean & B. L. Golden. Req: 600kc, 1kw, D.

*Application Deleted from Public Notice of March* 18-1960 (FCC 60-248) (25 F. R. 2440)

**BP-12788—WSME Sanford, Maine, York** Bcstg. Co. Has: 1220kc, 1kw, D. Req: 1340kc, 250w, 500w-LS, unl.

ANNOUNCING

# THE 1960-1961 TIME BUYING AND SELLING SEMINAR

*The seventh annual series of informational luncheon-meetings for advertising and broadcast executives seeking specialized news, views and data on current time buying and selling procedures.*

*You are cordially invited to attend all 15 of these meetings held in the Hawaiian Room of the Hotel Lexington (every Tuesday, 12 noon to 2 pm, November 15 through March 21).*

presented by the
RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

*Some of the issues forthcoming: "How trade paper advertising helps us." "Quality or Quantity in network TV—can you have both?" "Copy as media." "Public service programs can pay off . . . in cash." "Local radio in the 60's."*

*Some of those who will discuss the issues: ART DURAM, ROD ERICKSON, WREDE PETERSMEYER, BUCKY BUCHANAN, BILL QUARTON, GEORGE SKINNER, WELLS BARNETT, FRANK MAYANS.*

**Register now by calling PLaza 8-2450 or fill in and mail the coupon below.**

RTES – 515 MADISON AVENUE – NEW YORK 22

Please register me for the Time Buying and Selling Seminar.

*Name*_____

*Address*_____

*Company*_____

*I enclose a check for $10.*

## OUR RESPECTS to Lloyd George Venard, president, Venard, Rintoul & McConnell

# A reputation built on the person to person contact

If you know the man behind the title, you know that Lloyd George Venard, president of Venard, Rintoul & McConnell, does not conform to the frock-coated picture suggested by a given name that happened to belong to a British prime minister more than a generation ago. Mr. Venard's parents named their boy for two entirely different people, and the Lloyd George of today is an unassuming businessman, not at all given to fanfare and formality in the day's work. His door is open to all and he makes a career of personal service.

"Our organization is built on personal relations," Mr. Venard says, explaining: "Station representation is a personal business, from the station to the representative, from the representative executive offices to the salesman, from the salesman to the timebuyer and agency personnel. Every station on the company list came through old clients or personal friendship."

Callers seek out the Venard, Rintoul & McConnell address from all strata and all parts of the country. If hoboes have a system of mapping backdoors where they're sure of a handout, jobseekers have their own list of front offices where they're sure of help. And 579 Fifth Ave. is one of the first stops for many a young advertising or media man after checking his bags in New York.

**Friendly Forest** ▪ The surrounding Madison Avenue woods are full of Mr. Venard's friends. An advertising woman remembers the day a colleague got sick and she found herself a timebuyer. She didn't know a kilowatt from a kilocycle but turned to Mr. Venard, who briefed her on broadcasting and sent maps, reference material and availability sheets. By the time the lessons were over she was at home among call letters and avails.

This is the kind of professional help gladly given by a man who has been in advertising all his life.

**Turning 21** ▪ Lloyd George Venard started in car-card advertising, selling for the Barron G. Collier Co. in Cleveland. After seven years he switched to radio. Beginning as a salesman for WGAR Cleveland in 1935, he soon took on the added responsibilities of promotion manager. In 1937 Mr. Venard went to WCKY Cincinnati and was general sales manager there two years before radio brought him to New York. He has been there ever since and this fall came of age in the representation business, celebrating his 21st year of national selling in October. His first base in New York was Edward Petry & Co., where he stayed 11 years. In 1950 Mr. Venard became president of the old O. L. Taylor Co., a representative firm no longer in existence. When the first part of this business was sold in December 1953, a number of the stations asked Mr. Venard to take over as their national representative. Venard Inc. opened for business the first day of 1954 with a staff of five. Venard, Rintoul & McConnell now employs 29 in three cities and has exchange arrangements with regional representatives in other markets.

In 1954 the firm was expanded, becoming Venard, Rintoul & McConnell, Inc. The new partners were James McConnell, who was for many years national sales manager in radio and television for NBC and had switched to repping with John Blair & Co.; the late Steve Rintoul, station owner and rep with The Katz Agency, and the late Abner Lichtman, broker. Now Mr. Venard and Mr. McConnell are co-owners. Steve Rintoul Jr. was elected a vice president after the senior Mr. Rintoul died last year. The Chicago vice president, Howard B. Meyers, has been a Venard associate since the Taylor Co. days.

**Strictly Personal** ▪ The "service" signature of Venard, Rintoul & McConnell is a quality that has remained personal as the firm grew to embrace 45 stations in all parts of the country (major radio markets and medium-size tv). No man for a mimeograph, Mr. Venard is proud that there has never been a general letter to stations on the company letterhead. It's individual contact all the way, and while the emphasis is on selling time, the firm is used to filling all sorts of other demands. A typical request was one a few weeks ago from a western station that needed $100 worth of eastern-minted pennies for a promotion. The Madison Avenue bank that got the rep's order had to requisition a special supply of one-cent pieces from downtown, and American Express broke a handcart getting the 70-pound cargo to the train, but the station got the 10,000 pennies on time.

VR&M's Venard
His hobby is homework

The service policy works just as thoroughly in the advertising agency direction. Venard, Rintoul & McConnell is as close to agency research departments as to acount executives and timebuyers.

**Twig-bending** ▪ Mr. Venard brings to his work a brand of dedication that was demanded of him by a line of school-teacher forebears in St. Louis where he was born Sept. 3, 1904. The taskmasters at home set goals high and he has been striving ever since. Lloyd Venard played high school baseball and basketball, and when he went to the U. of Missouri to study journalism, he earned expenses as a parttime Fuller brush man, "the best experience I ever had," he has concluded since.

After he went to work in Cleveland, Mr. Venard married Myrtle Hazzard, a native of St. Louis, and it was she who encouraged him to make the switch from car-card to radio when he was making up his mind 25 years ago. They now live in Bronxville, N. Y.

He's no joiner, but Mr. Venard has made a single exception, the Radio & Television Executives Society.

The representative feeds his weekend hobby all week long. He carries home trade papers from several fields —advertising, broadcasting, drug, food, retail, electric, electronic and others— and pores over them at week's end as if they were the funny papers.

After a quarter-century in the business, Lloyd George Venard still sees an unlimited growth market. The veteran rep thinks the potential of broadcasting has been but barely realized, that radio and tv are only at the beginning of their eventual volume. He looks ahead to a day when there will be at least a thousand television stations in the country. Television, he thinks, will follow radio's maturing trend of ever more localized service, and am-fm will continue to expand. Venard, Rintoul & McConnell will probably have to add people and telephones, but mimeograph and fax-machine salesmen need not call.

## Concentrate the fire

THE Assn. of National Advertisers last week decided to try to do something about improving public understanding of advertising. The plan that the ANA discussed at its annual meeting has the virtue of recognizing that a problem exists, but it shares the defect of all the other plans that have been advanced to combat attacks against advertising. It contemplates a unilateral action by only one element of the advertising world when the need is for a massive action supported by everyone in advertising.

The point made at the ANA meeting last week was that advertising is an essential ingredient in the American economy but that documentation of that fact is lacking. The ANA is setting out to provide the documentation and then communicate it, and this indeed is a laudable aim.

But the job is too big for the ANA to handle by itself or in loose association with other projects and other organizations. It is not the ANA that is under attack. It is the general practice of advertising.

At this point the attack is being met by defenses that are fragmentary and largely uncoordinated. Media associations have been formed or enlarged to advance individual media points of view. The American Assn. of Advertising Agencies has engaged a public relations firm to create an image-building program for that association and its members. A number of corporations, U. S. Steel for one, have undertaken private campaigns.

All these activities represent private enterprise at its most private. Everyone is digging his own foxhole and storing his own ammunition, but no one is attempting to relate one foxhole to another or to make all the guns fire in a pattern that guarantees anything that is shot at will be hit.

In the Nov. 14 issue of this magazine we suggested that The Advertising Council was a ready-made instrument that might be used—with adequate reinforcement, of course—to create and execute a campaign to educate the public on the importance of advertising. The council historically has drawn on all major elements of advertising for support. It has not represented one kind of advertiser or one kind of medium. It has been a universal advertising force.

Another universal advertising force is now needed, it seems to us, to create and execute a comprehensive campaign to enhance the status of advertising. Whether it is a beefed-up Advertising Council or a new organization, it must represent the whole advertising community.

It will not be set in motion unless the ANA, the AAAA and all the other associations in advertising, including those of advertising media, get together. An early meeting of their representatives would be in order.

## Fate of the FCC

THERE'S no joy in the ranks of Washington bureaucrats these days. On the heels of the election, President-elect Kennedy named Dean James M. Landis to study and report on the independent regulatory agencies by Dec. 15. The FCC has been fingered by Congress as one of the agencies most likely to be reorganized.

The explosive Dean Landis, who has been in and out of the regulatory agencies during the New Deal, isn't one to quibble. If he follows the philosophies he has espoused he won't be in favor of the status quo on the FCC or on any of the other agencies. He has appeared before the FCC, as counsel and director of Skiatron Electronics, and has testified before congressional committees on the shortcomings of these agencies.

Dean Landis, since his appointment by the President-elect, has said that he foresees no immediate changes but that major alterations will come later. He has been critical of lack of creative thinking in these agencies and of their failure to anticipate problems that should and could have been seen 10 years ago.

There's no question about the need for expediting the hearing processes and reducing costs in the prosecution of cases before the FCC, and possibly before other agencies. There is also the problem of inducing highly qualified people to serve. No small part of that responsibility must be assumed by Congress, which through its seemingly endless investigations in which reputations have been smeared, has caused many eminently suited prospects to shy away from such appointments.

There's widespread belief that these agencies, in addition to dragging their feet, have become so footy-footy with the people they are supposed to regulate that they are more disposed to serve the private interests of the regulated than the overall public interest. We can't speak for the others, but we do know that in the past several years the FCC has been so cloistered that broadcasters hesitate to call on members or staff even when they have no adversary proceedings pending.

Whatever Dean Landis may recommend, nothing will happen automatically. The agencies were created by Congress and it will be up to Congress to determine their ultimate fate. Senate Commerce Committee Chairman Magnuson (D-Wash.) has served notice that he intends to conduct his own investigation of "regulatory lag."

At times we have been sharply critical of the FCC under both Democratic and Republican administrations. Yet we wonder what public benefits would accrue through a rash, ill-considered move to dismember or abolish the existing commission, whatever its shortcomings. As commissions go, and we have seen them all, the current body compares favorably with the best of the past.

A change in administration augurs changes all down the line. Until the new administration and the new Congress determine a course of action, it is to be hoped that the existing FCC structure will be maintained, with the shift in chairmanship to an incumbent Democrat. There are important matters currently under consideration that should not be interrupted by stop-gap appointments of patronage-seeking Democrats who may have lost out in the elections.

Drawn for BROADCASTING by Sid Hix

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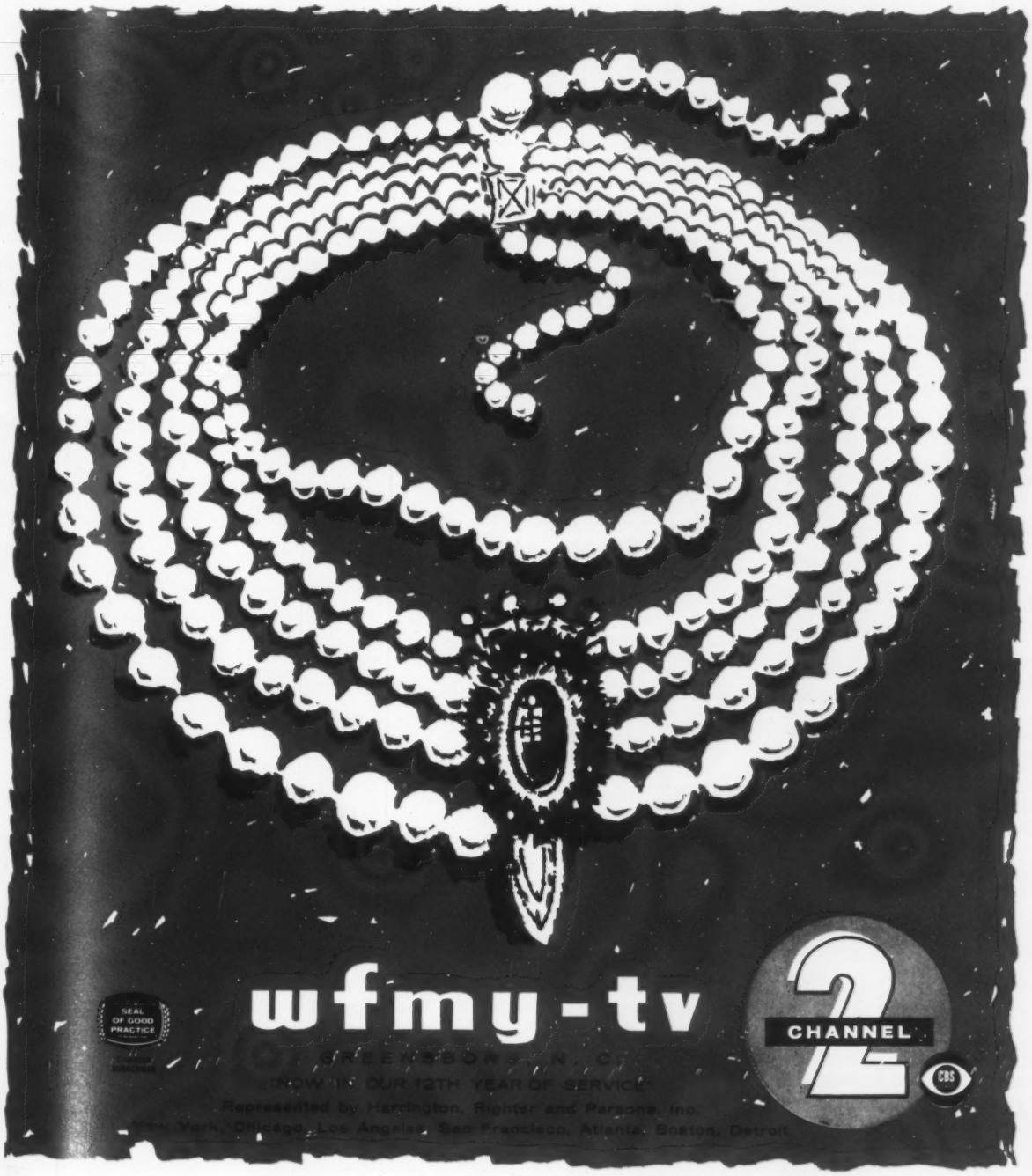
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